

**THE WOMEN'S FUND OF GREATER MILWAUKEE, INC.
FUNDRAISING & GIFT ACCEPTANCE POLICIES**

I. MISSION AND STEWARDSHIP

Women's Fund of Greater Milwaukee, Inc. ("Women's Fund") is a nonstock corporation organized under the laws of the State of Wisconsin.

The mission of Women's Fund is to advance access, equity, and social justice through woman-focused philanthropy, grant making, and advocacy. Its vision is to help create a world that is just and fair. It is guided by the values of inclusion, leadership, equity, and sustainability. The primary geographic focus of this mission is on the Milwaukee, Waukesha, Ozaukee, and Washington counties in the State of Wisconsin. Women's Fund may from time-to-time, however, support statewide activities, activities in other parts of the state, and activities in other parts of the United States.

Women's Fund encourages the solicitation and acceptance of gifts for purposes that will help it further and fulfill its mission. The following policies and guidelines govern Women's Fund fundraising activities and its acceptance of gifts.

II. GENERAL PRINCIPLES

- A. Commitment to Philanthropy and Stewardship. Women's Fund recognizes that philanthropy is a powerful tool for change. Women's Fund therefore works to help donors achieve philanthropic goals that also further the mission of Women's Fund, and dedicates itself to being an effective and dependable steward of contributed resources.
- B. Donor Recognition. The Women's Fund Annual Report includes a list of all of the prior year's donors. The Annual Report may also include special recognition of selected donors, funds, or other supporters of the Women's Fund. The Women's Fund board of directors ("Board of Directors" or "Board") and staff ("Staff") may from time to time thank selected donors in other ways, such as by providing complimentary invitations to events, recognizing those donors in printed materials, or making other appropriate gestures.
- C. Confidentiality. All communications with donors, and information concerning donors and prospective donors, shall be held in strict confidence by Women's Fund, its Board, and its Staff, subject to legally authorized and enforceable requests for information by government agencies and courts. All other requests for releases of information concerning a donor or a prospective donor will be honored or allowed only if permission is obtained from the donor or prospective donor prior to the release of such information. Donors are encouraged to notify Women's Fund of their planned gifts and all such information shall be kept confidential unless permission is obtained from the donor.
- D. Use of Gifts. While Women's Fund's first priority is to encourage unrestricted gifts, it will work with and honor donors' desired philanthropic intentions, as long

as those intentions are consistent with the Women's Fund mission, vision, and values.

- E. Geographic Focus. While the Milwaukee, Waukesha, Ozaukee, and Washington counties are the primary geographic focus of Women's Fund activities, Women's Fund may from time to time accept donations that are intended to support activities in other geographic areas, provided that such activities further the mission of the Women's Fund.
- F. Legal and Tax Advice. The policy of Women's Fund is to inform, serve, guide, or otherwise assist donors who wish to support Women's Fund's activities, but never under any circumstances to pressure or unduly persuade. Neither Women's Fund nor its representatives shall offer legal or tax advice to donors or prospective donors. Information on giving arrangements may be supplied, but donors and prospective donors shall be encouraged to contact their personal professional advisors.

III. FUNDRAISING POLICIES

- A. Purpose. Women's Fund raises funds to support its programs and to grow its charitable assets. Members of the Board of Directors (each, a "Director", and together the "Directors") and the Executive Director are responsible for raising the resources needed to meet Women's Fund's goals. All Directors shall assist the Executive Director and the Staff in carrying out a broad program of fundraising. The fundraising program includes, but is not limited to cultivating individual donors, corporations and foundations, national organizations, and maintaining close contact with volunteers. Fundraising programs employ a range of methods to raise funds including marketing to broaden awareness of Women's Fund and to grow its support base, planned giving, events, direct mail, and other tools as may be appropriate.
- B. Staff. Staff are responsible for maintaining a professional program that incorporates best fundraising practices. Staff will coordinate fundraising activities with the Executive Committee to meet annual and long-term Board goals, to make effective use of volunteers, and to maintain the highest standards of ethics and stewardship.
- C. Director Support. Directors are expected to support Women's Fund fundraising through individual gifts and pledges, and by helping in the solicitation of gifts through personal contacts. Directors will keep Staff informed of their activities on behalf of Women's Fund, and Staff and the Executive Committee will coordinate these efforts.

IV. GIFT ACCEPTANCE POLICIES

A. Gifts and Restrictions on Gifts

1. *General Policy.* Women's Fund will accept unrestricted gifts and gifts for specific programs and purposes, provided that such gifts are not inconsistent with Women's Fund's stated mission, purposes, and priorities. Women's Fund will not accept gifts that are too restrictive in purpose. Gifts that are too restrictive are those that violate the terms of Women's Fund's governing documents, gifts that are too difficult to administer, or gifts that are for purposes outside the mission of Women's Fund. All final decisions on the restrictive nature of a gift, and its acceptance or refusal, shall be made by the Executive Committee unless otherwise provided herein. The donor shall be advised of the Women's Fund policy to retain 10% of a restricted gift for general support at the time the gift is made, unless otherwise negotiated with the donor.
2. *Greater Milwaukee Foundation, Inc.* During such time that the Greater Milwaukee Foundation, Inc. manages the assets of Women's Fund, Women's Fund shall take steps to insure that gifts to its component funds shall be made in compliance with the policies of the Greater Milwaukee Foundation, Inc.
3. *Cultures of Giving and Component Funds.* While Women's Fund's first priority is to encourage unrestricted gifts, Women's Fund will work with donors to achieve their desired intentions as long as such intentions are consistent with Women's Fund's mission. Accordingly, Women's Fund offers the following opportunities to donors to designate gifts to:
: African American Women's Fund Project, Latinas en Accion, Viv Ncaus, Lesbian Fund, Her Scholarship Fund and Advised or Designated funds
 - a. **WOMEN'S FUND:** a resource that builds support for programs advancing access, equity, and social justice. Within the WOMEN'S FUND, donors may choose to direct their contributions to the WOMEN'S FUND'S Agency Endowment Fund or to the current year's grantmaking pool. Pursuant to Board policy, ten percent (10%) of all new gifts restricted to the WOMEN'S FUND's Agency Endowment or grants program shall be reserved for operating support of Women's Fund. No minimum contribution is required for gifts to WOMEN'S FUND.
 - b. **AFRICAN AMERICAN WOMEN'S FUND PROJECT:** initiated and directed by African American women to support the well-being of African American women and girls. No minimum contribution is required for gifts to the AFRICAN AMERICAN WOMEN'S FUND PROJECT. Pursuant to Board policy, ten percent (10%) of all new gifts to the AFRICAN AMERICAN

WOMEN'S FUND PROJECT shall be reserved for operating support of Women's Fund.

- c. HER SCHOLARSHIP FUND: provides college scholarships for low-income women age 35 and over. No minimum contribution is required for gifts to the HER SCHOLARSHIP FUND. Pursuant to Board policy, ten percent (10%) of all new gifts to the HER SCHOLARSHIP FUND shall be reserved for operating support of Women's Fund.
- d. LATINAS EN ACCIÓN FUND: establishes a fund for Latinas that leads change through strategic philanthropy. No minimum contribution is required for gifts to the LATINAS EN ACCIÓN FUND. Pursuant to Board policy, ten percent (10%) of all new gifts to the LATINAS EN ACCIÓN FUND shall be reserved for operating support of Women's Fund.
- e. LESBIAN FUND: The first Lesbian fund to inform and advocate for Lesbian concerns and provides financial support to initiatives benefiting Lesbians No minimum contribution is required for gifts to the LESBIAN FUND. Pursuant to Board policy, ten percent (10%) of all new gifts to the LESBIAN FUND shall be reserved for operating support of Women's Fund.
- f. VIV NCAUS: A Hmong Women's Giving Circle: the first Hmong fund to inform and advocate for Hmong women and girls providing grants that support initiatives benefiting Hmong women and girls. No minimum contribution is required for gifts to the VIV NCAUS FUND. Pursuant to Board policy, ten percent (10%) of all new gifts to the VIV NCAUS FUND shall be reserved for operating support of Women's Fund.
- g. ACORN FUNDS AT THE GREATER MILWAUKEE FOUNDATION: The Women's fund retains 10% of new gifts raised for its established component funds at the Greater Milwaukee Foundation.
- h. ADVISED OR DESIGNATED FUNDS: individual donors or groups of donors can create an advised or designated fund targeted at specific interests that are consistent with Women's Fund's mission and policies. In accordance with Greater Milwaukee Foundation Guidelines where Women's Fund's invested assets are held, a minimum contribution of \$25,000 is required to create an ADVISED OR DESIGNATED FUND. Pursuant to Board policy, ten percent (10%) of gifts to ADVISED OR DESIGNATED FUNDS shall be reserved for operating support of Women's Fund.

- B. Pledges. Pledges may be accepted when appropriate as a means to encourage larger commitments to Women's Fund.
1. Women's Fund accepts multi-year pledges from individuals for a maximum of five (5) years. A pledge may be extended due to special circumstances, such as a change in the donor's circumstances or commitment of an additional pledged amount.
 2. Women's Fund confirms all pledges in a writing that includes the total amount pledged and the pledge payment schedule. Women's Fund mails pledge reminders at least three weeks before the pledge is due unless otherwise instructed.
- C. Planned Gifts. Deferred, planned, or estate gifts are welcomed by Women's Fund pursuant to the Planned Giving Policies set forth below.
- D. Types of Gifts
1. *Cash*. Cash is acceptable in any form. Checks shall be made payable to "Women's Fund of Greater Milwaukee, Inc." and shall be delivered to the Executive Director at Women's Fund's administrative offices.
 2. *Publicly Traded Securities*. Marketable securities may be transferred to an account maintained at one or more brokerage firms or delivered physically with the transferor's signature or stock power attached. As a general rule, all marketable securities shall be sold upon receipt unless otherwise directed by the Executive Director. In some cases marketable securities may be restricted by applicable securities law; in such instances the final determination on the acceptance of the restricted securities shall be made by the Executive Committee.
 3. *Other Gifts*. All gifts other than gifts of cash or publicly traded securities must be reviewed and approved by the Executive Director and the Executive Committee in consultation, when appropriate, with legal counsel. Before acceptance of such gifts, relevant information about the proposed gift shall be obtained, including a copy of any appraisal. Women's Fund reserves the right to obtain its own appraisal.

V. **PLANNED GIVING POLICIES**

Women's Fund has made a commitment to help ensure the future financial viability of the organization through creation of a planned giving program, with the understanding that results of these efforts will not be realized for many years to come.

- A. Authorization. Women's Fund is authorized to encourage and assist donors to make deferred gifts including bequests, charitable remainder trusts, charitable

lead trusts, retained life estates, gifts of life insurance policies and proceeds, and other such gift arrangements as the Board may from time to time approve. All programs, solicitation plans, and activities shall be subject to the oversight of the Board of Directors and the Executive Committee, or additional committees appointed by the Board of Directors.

- B. Acceptance of Planned Gifts. The Executive Director, or persons designated by the Executive Director, are authorized to negotiate planned gift agreements with prospective donors and shall assure these Fundraising and Gift Acceptance Policies are followed. All planned giving arrangements requiring execution by Women's Fund shall be first reviewed and approved as to form and substance by Women's Fund's legal counsel. All planned gifts other than gifts of cash or marketable securities must be reviewed and approved by the Executive Director and the Executive Committee in consultation, when appropriate, with legal counsel, as set forth above.

VI. MISCELLANEOUS PROVISIONS

- A. Securing Appraisals and Legal Fees for Gifts to Women's Fund. It will be the responsibility of the donor to secure an appraisal (where required) and independent legal counsel for all gifts made to Women's Fund.
- B. Valuation of Gifts for Development Purposes. Women's Fund will record a gift received by Women's Fund at its fair value.
- C. Responsibility for Internal Revenue Service Filings Upon Sale of Gift Items. The Treasurer working with the Executive Director is responsible for filing Internal Revenue Service Form 8282 upon the sale or disposition of any asset sold within two years of receipt by Women's Fund when the charitable deduction value of the item is more than \$5,000. Women's Fund must file this form within 125 days of the date of sale or disposition of the asset.
- D. Responsibility of Acknowledgement. Acknowledgement of all gifts made to Women's Fund or any component fund(GMF) and compliance with the current Internal Revenue Service requirements in acknowledgement of such gifts shall be the responsibility of the Executive Director of Women's Fund. Donors who are making monthly pledge payments may receive this acknowledgement annually.

VII. CHANGES TO GIFT ACCEPTANCE POLICIES

These policies and guidelines have been reviewed and accepted by the Board of Directors of Women's Fund. The Board of Directors of Women's Fund must approve any changes to or deviations from these policies.

Board Approved November 18, 2011