

**University of Florida Foundation, Inc.  
Credit and Recognition for Gifts**

Policy #: 2.25  
Effective Date: April 14, 2009  
Responsible Department: Administration

**1. PURPOSE**

To provide guidelines for how credit and recognition are granted and recorded for various types of gifts and pledges.

**2. APPLICABILITY**

All gifts and pledges made for the benefit of the University.

**3. POLICY**

**Definitions**

“Legal credit” means the credit given to the legal entity making the gift, all in accordance with the Internal Revenue Code and IRS regulations. Legal credit is the gift amount that is received, and is recorded in UFF financial records and the UFF donor database.

“Soft credit” means the gift history credit recorded in the UFF database as set forth below and in accordance with UFF policies.

“Recognition credit” is not recorded in the database or financial records, but is a stewardship function and is given in accordance with UFF policies.

**Legal Credit**

Legal credit in the UFF donor database shall only be given to the entity (organization, trust, or individual) actually making the gift. For example, if a donor directs a gift from a Donor Advised Fund, the Donor Advised Fund is the legal donor. However, the gift will also be entered into the donor's gift history record as soft credit so credit and recognition are given appropriately.

**State Match**

When a gift is matched from the State's Trust Fund for Major Gifts, the donor receives soft credit for the match amount. Legal credit is given to the State of Florida. For group

solicitations that are matched as a Courtelis project or Florida Opportunity Scholars gift, soft credit is given to any donor of \$20,000 or more.

### **Corporate Match**

The company making the matching gift is granted the legal credit. The individual making the matched gift will be given soft credit for the match. Corporate matching gifts will be credited to the donating corporation's gift record. Such matching gifts will, however, be deposited into the fund for which the individual employee-donor's gift was made, unless the corporate donor specifies otherwise. UFF is solely authorized to certify, execute, and deliver necessary and appropriate affidavits and forms in connection with corporate matching gifts.

### **Family Foundations or Corporations**

When gifts are made by an organization, such as a family foundation or company, when an individual donor has an ownership or a financial interest in the primary donor, the foundation or company is granted legal credit. The individual donor is granted soft credit.

### **Gifts-in-kind**

All gifts-in-kind (other than publicly-traded securities) are receipted as "thank you for the gift of [the item]" with no valuation. Publicly-traded securities are receipted with the gift value calculated in accordance with IRS regulations. There is often no appraised value, because the donor did not obtain or share an appraisal. Legal and soft credit for the gift will be recorded in accordance with the UFF Policy 5.06 ([Valuation of Gifts-in-kind](#)).

### **Recognition**

Recognition credit is completely within the discretion of UFF. If someone should be recognized in President's Council for assistance to UF of great value (*e.g.*, providing a dinner event) for which no legal or soft credit can be given, the Director of Stewardship and Donor Relations should be consulted.

### **Credit to Advisors, Representatives, or Volunteers**

No legal credit, soft credit, or recognition credit, is given for advisors or others who may have been instrumental in getting a donor to make a gift to UFF, such as a financial advisor, lawyer, or volunteer. No legal, soft, or recognition credit is given for representatives of a donor such as the personal representative of an estate or a trustee (where the trustee is not the same individual who funded the trust benefiting UFF).

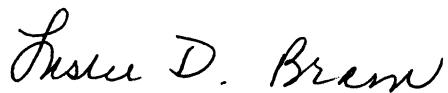
### **Spouses**

Because philanthropic decisions are frequently made jointly, UFF's goal is to make all spouses feel included as part of The Gator Nation®. Receipt and credit procedures are designed to be consistent with these assumptions.

#### **4. CLARIFICATION**

Requests for clarification of this policy should be sent to the Manager for Gift Processing ([lraney@uff.ufl.edu](mailto:lraney@uff.ufl.edu)).

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Leslie D. Bram, Associate Vice President

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Revised February 20, 2009  
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