

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

Policy #: 3.14  
Effective Date: September 5, 2019  
Responsible Department: Operations

**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 gift or pledge tables or the 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 (DAF) or a political action committee (PAC), the DAF or PAC is the legal donor. However, when the identity of the underlying donor is known, the gift will also be entered into that donor's gift history record as soft credit so credit and recognition are given appropriately.

**State Match**

When a gift has been 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 Machen 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.

### **Soft Credit and Family Foundations or Corporations**

When gifts are made by an organization, such as a family foundation or company, the foundation or company is granted legal credit. When an individual donor has an ownership or a financial interest in the primary donor, the individual donor is granted soft credit. Since an organization, foundation, or trust cannot have a financial stake in an individual, soft credit is assigned only to individuals.

### **Gifts-in-kind and Gifts of Services**

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. If there is no appraised value, legal and soft credit for the gift will be recorded in amounts as determined in accordance with Policy 5.06 on Valuation of Gifts-in-kind. Gifts of professional or personal services, and rent-free uses of space, cannot be receipted under IRS regulations and do not result in legal or soft credit, but may constitute a basis for recognition credit.

### **Recognition**

Recognition credit is completely within the discretion of UFF. If someone should be recognized in an appropriate recognition society for assistance to UF of great value (*e.g.*, providing a dinner event) for which no legal or soft credit can be given, the Executive Director, Donor Relations should be consulted. Recognition credit is not reflected in the gift or pledge table, but is reflected in the appropriate stewardship table (*i.e.* Gift Clubs in Advance).

### **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).

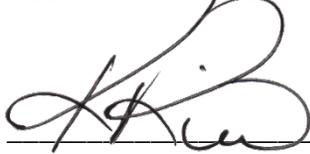
### **Spouses**

Because philanthropic decisions are frequently made jointly, UFF's goal is to make all spouses feel included as part of the overall philanthropic experience. Receipt and credit procedures are designed to be consistent with these assumptions in the absence of intent to the contrary.

#### **4. CLARIFICATION**

Requests for clarification of this policy should be sent to the Assistant Director, Gifts & Records, [mfischer@uff.ufl.edu](mailto:mfischer@uff.ufl.edu).

Approved on September 5, 2019



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Karen Rice, Associate Vice President

Revision history: Original version  
Revised February 20, 2009  
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