

# THE GATHERING PLACE

*Our Community. Everyone's Home.*

## **Gift Policy for The Gathering Place Capital Campaign** **Revised 1/13/2020**

Thank you for creating a joyful gathering place for community members to connect with others, grow, and thrive through your donation. This Gift Policy outlines the scope of giving opportunities and ensures you (the donor) and BLW Center (the recipient) are on the same page in terms of pledge logistics and donor acknowledgement.

### **How Gifts are Used**

As of 11/1/2019, all gifts intended for BLW Center will go toward The Gathering Place campaign. This is a comprehensive campaign and includes capital expenses, campaign expenses, existing operating expenses from 2020-2025, and new operating expenses from 2022-2025. This model will ensure BLW Center's fiscal stability during its first few years in the new center. You may opt for your gift to go toward capital expenses, general operating, or a specific program.

### **How Gifts are Processed**

Bridge Lake Point Waunona Neighborhood Center (BLW Center) is an organization of Vera Court Neighborhood Center, Inc. agency, a non-profit, tax-exempt charitable organization under Section 501(c)(3) of the Internal Revenue Code. Donations may qualify as a charitable deduction for federal income tax purposes. Credit card statements may show "Vera Court" under the donation recipient but the gift will be designated for BLW Center.

All gifts and pledge information is confidential. If gifts are mailed, the envelope must be postmarked on or before December 31st to be counted toward the current tax year.

### **Giving Opportunities**

Contact the development director for more information about any of the following:

1. Gifts may be made by credit card or check, in cash or stock, or through a bank transfer, bequest (i.e., planned giving), United Way of Dane County, or many employer giving programs.
  - a. *Credit Cards* - You may process through our secure website, in-person, or over the phone.
  - b. *Checks* - You may write it out to BLW Center or Bridge Lake Point Waunona Neighborhood Center.

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- c. *Stock* - BLW Center will liquidate stock donations upon receipt. Your gift will be valued at the median market price on the date the securities are electronically transferred and received in our account.
  - d. *Bank Transfer* - Contact the development director for our routing number.
  - e. *Bequest* - Please provide a statement of intent to leave a gift to BLW Center through your will or estate plans, or as a beneficiary of a life insurance policy or annuity. No documentation of gift amount is necessary.
  - f. *United Way Workplace Giving Campaign and Employer Giving Programs* - Many workplaces allow you to donate to "Vera Court Neighborhood Center" through United Way of Dane County's annual campaign or their own workplace giving programs. The benefit to BLW Center is that donations are often matched by the business. Please contact BLW Center to ensure your gift is designated as a BLW Center donation.
2. BLW Center accepts gifts from individuals, partnerships, corporations, foundations, government agencies, or other entities. BLW Center will not accept gifts from organizations that are in discord with its mission, vision, and values.
- a. Gifts may be made in honor of or in memory of someone, or anonymously.
  - b. In-kind gifts will be accepted at the discretion of BLW Center based on need, space, and condition of the item.
3. The Collective monthly giving program provides ongoing support. You will receive a confirmation when your donation is processed each month. You will receive a receipt for tax purposes at the end of the year.

## **How Donors are Acknowledged**

All major donors of \$1,000 or more will be included on our beautiful donor wall in the new center. Gifts of \$15,000 or more are eligible for space or program naming rights. Gifts and pledges of \$15,000 or more must be supported with a Gift Agreement (attached) signed by the donor and approved by the BLW Center Executive Director.

Naming rights will be recognized throughout the center. The exact plaque dimensions will be finalized when the architect completes the design stage and the Board of Directors gives final approval on the donor wall details. It is preferred that pledges be 75% complete before name recognition is installed. Naming right contracts are secured for 20 years, the useful life of the space, at which point they will become available again once the condition of the space requires updating. Legacy naming rights (available in perpetuity) are available.

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**The Gathering Place Capital Campaign Gift Agreement**

Contact Name:

Company/Organization (if appropriate):

Address:

Email:

Phone:

**We commit to the following -**

Total Amount of Gift:

Initial Payment:

Balance:

Payable:  One-Time     Over \_\_\_\_ Years (may be paid out through 2025)

If paid out in installments:

Giving Schedule:  Monthly             Annually

Start Date:

How would you like your pledge reminder?  Phone     Letter     Email

*Recurring online donations and bank transfers are processed automatically.*

How would you like your name listed for donor recognition?

What room or space would you like to name (if applicable)?

Signature (Donor)

Date

Signature (BLW Center Executive Director)

Date