



ASRT Foundation Gift Giving Policies

The ASRT Foundation is a tax-exempt 501(c)(3) organization whose mission is to support and empower medical imaging and radiation therapy professionals and students as they pursue opportunities to enhance the quality and safety of patient care.

Naming and Sponsoring Facility Spaces

Overview and Applicability

ASRT encourages philanthropic giving through its Foundation by recognizing donor investment with facility naming and sponsorship opportunities. ASRT's facilities contribute significantly to historic continuity, community identity and pride. Philanthropy is essential to preserve and advance offerings to our constituency. The granting of naming and sponsorship opportunities must enhance relationships, both with donors and with our community at large, balancing public and private needs and interests.

This policy applies to the naming and sponsorship of ASRT facilities, including rooms, other interior spaces, exterior spaces and landscapes. Personnel offices are not subject to this policy.

Requirements

Individuals, corporations and other organizations may be considered for naming and sponsorship recognition as a benefit for significant financial contributions to the ASRT Foundation. Determination of what constitutes a significant financial contribution is made as part of the current fundraising campaign structure. The principal giving vehicle for this recognition will be the Foundation's operating endowment; however, flexibility for bundling agreements is allowed if the effort maximizes total philanthropic revenue.

Approval Process

In preparation for any facility-based fundraising effort, spaces available for naming and sponsorship must be approved by the ASRT CEO or his/her delegate. An ad hoc campaign committee will be formed of internal staff, including the ASRT COO or his/her delegate, as well as the key leadership and staff responsible for corporate and individual fundraising. This committee will review all plans and special requests for facility naming and sponsorship.

Contracts, gift agreements and pledge documentation for facility naming and sponsorship must be signed by the donor and the ASRT Chief Governance and Development Officer. In the best interests of the ASRT and donor, information relating to any naming or sponsorship should remain confidential until appropriate approvals have been obtained.

Payments

Contributions for facility-based recognition must be made in cash, and may be pledged over a set number of years as negotiated with the donor. Our guideline is that gifts at \$50,000 and above can be paid over five years, while gifts under this amount should be paid in three

years or less. Exceptions may be made on a case-by-case basis. A bequest will not be considered for a facility naming or sponsorship opportunity.

A donor may accelerate payment of any or all of his or her pledge at any time. Payments can be made via check, electronic funds transfer, stocks or other securities, or other methods acceptable to the ASRT. Once received, in whole or in part, the gift will be irrevocable.

Recognition

Recognition will begin after cash is received equal to or greater than a required initial pledge installment. Initial pledge installments may not be less than the cost of installation and removal of donor recognition outlined herein.

Naming or sponsorship associated with a particular facility space does not preclude further naming or sponsorships within the facility for separate contributions.

Implementation

Recognition will be bestowed in the form of signage at the facility's site. In certain premier spaces, the inclusion of additional donor information or presence may be negotiated; for example, a donor profile or item donated by the donor. Final specifications of facility-based recognition will be determined by the ASRT COO in consultation with the ad hoc campaign committee.

Signage to recognize donors is *honorific* room naming or sponsorship. Existing *administrative* names for the room will remain in operational signage, virtual listings and computer programs such as Outlook.

Levels

Facility naming recognition begins at the \$100,000 giving level. The donor will be invited to include his or her name in the title of the facility space; for example, the *Jane Smith Library* or the *Acme Inc. Auditorium*.

Facility sponsorship recognition begins at the \$10,000 giving level. The donor will be acknowledged as sponsoring the facility space with language such as *Sponsored by Acme Inc.* or *Presented by Jane Smith*. The donor is also invited to recognize another individual with use of language such as *In Honor of John Smith* or *In Memory of John Smith*.

Duration

Naming and sponsorship of facility spaces will endure for a set number of years as determined by the current fundraising campaign structure, currently guaranteed for 15 years.

Modification of Recognition

If a company or organizational donor is merged with or acquired by another company or organization, recognition may be amended to represent the new name of the donor at the donor's request. If an individual donor has a name change, he/she may request amended recognition as well. The ASRT Foundation may request additional funds from the donor to cover the expenses associated with such a change.

If, during the useful life of the facility space, the space is deconstructed, destroyed or severely damaged; significantly renovated, upgraded, or modified; or relocated or replaced, then the recognition will cease. In such event, however, the donor, in consultation with and as mutually agreed by the ASRT, will have the right, for no additional payment, to have equivalent recognition on another similar, available facility space for the remainder of the recognition period.

Termination of Recognition

ASRT may terminate naming and sponsorship recognition if the following occurs:

- In the event of default in payment of the naming or sponsorship gift, or
- In the unlikely event the ASRT determines in its reasonable and good faith opinion that circumstances have changed such that naming or sponsorship recognition for the donor would adversely impact the reputation, image, mission or integrity of the ASRT by continued association with the donor.

Upon any such termination of naming or sponsorship recognition, the ASRT will have no further obligation or liability to the donor and will not be required to return any portion of the gift already paid. The ASRT, however, may in its sole and absolute discretion determine an alternative recognition for the portion of the gift already received.

Program and Endowment Funding

Overview and Applicability

The ASRT Foundation provides opportunities for individuals and organizations to fund new and existing philanthropic programs. Contingent upon the level of funding, donors are recognized as part of the Patron Program, or may name or sponsor a program.

This policy applies to gifts of \$500 or more to fund programs via current or estate gifts, as well as to the creation of new program funds and endowments. The ASRT Foundation accepts funds to establish programs that have an expressed philanthropic purpose.

Requirements

Individuals, corporations and other organizations may be considered for patron, naming and sponsorship recognition as a benefit for financial contributions to the ASRT Foundation. These contributions may be made to existing program funds or to create additional program funds. Gifts for programs must be designated for a specific purpose mutually agreeable by the donor and the ASRT Foundation.

Levels

Program gifts starting at \$500 (but below \$10,000) that are not connected to a larger pledge are considered patron-level gifts. The Patron Program is an annual lead gift program. Gifts given at this level must be directed to an existing fund.

Gifts starting at \$10,000 can be used to sponsor an existing program or to establish a named expendable fund, paying a set disbursement amount per year as determined by the donor in collaboration with the ASRT Foundation. Such funds must fall within an existing program structure; for example, a donor may create a named minority scholarship fund under the existing structure of the ASRT Foundation's minority scholarship program.

Gifts starting at \$25,000 can be used to create a named permanent endowment corresponding to the ASRT Foundation's Endowment Spending Policy. This fund is established as a true endowment in perpetuity, and will be administered, invested and distributed by the Foundation until and unless the purpose of the fund can no longer be carried out, at which point the Foundation will consult with the donor or donor representative to find an alternative purpose for the fund. Such funds must also fall within an existing program structure, as above.

Gifts of a \$500,000 permanent endowment or a \$25,000 annual cash payment for a minimum 3-year pledge period can be used to create a new named program fund with

criteria determined in collaboration between the donor and ASRT Foundation. Care must be taken to ensure that the program meets an existing need and is administratively viable.

Approval Process

Contracts, gift agreements and pledge documentation for program naming and sponsorship must be signed by the donor and the ASRT Chief Governance and Development Officer. Any unusual sponsorship or naming requests may be forwarded to the ASRT Foundation Gift Acceptance Committee for consideration. In the best interests of the ASRT and donor, information relating to any naming or sponsorship should remain confidential until appropriate approvals have been obtained.

Payments

Current (cash) payments can be made via check, electronic funds transfer, stocks or other securities or other methods acceptable to the ASRT. Donors will be asked to sign a pledge agreement for gifts to be paid over a multi-year timeframe and, if creating a fund, a gift agreement detailing how the funds will be spent when the fund is established and earning interest. A donor may accelerate payment of any or all of their pledge at any time. Once received, in whole or in part, the gift will be irrevocable.

Either revocable or irrevocable deferred (estate) gifts can support an existing ASRT Foundation program, be used to create a fund or augment an already established fund. Donors may make a current gift of \$10,000 or more to create a fund that will be awarded during the donor's lifetime, and then add an additional deferred gift to their existing fund to increase its amount. Donors will be asked to sign an Estate Gift Intention Form (EGIF) and, if applicable, a fund agreement detailing how the funds will be used.

Pertaining to permanent endowments only: In order to allow the endowed program fund to accrue sufficient interest, the initial award from a fund will be made during the funding cycle that occurs one full year after the endowment is fully funded. We encourage donors to make a separate one time donation of a minimum \$250 to allow for the awarding of funds during the year of initial interest growth.

Recognition

During an active major fundraising campaign, recognition will be dependent on the current fundraising campaign structure. Principal recognition for a named or sponsored award is acknowledgement in or along with the program name. Patrons are recognized on an annual basis and the Patron Program may have separate acknowledgment guidelines. Donors also may opt to be anonymous.

Naming or sponsorship associated with a particular program does not preclude further program or facility naming or sponsorship for separate contributions.

Program Funds

A program fund will become effective on the date the minimum funding requirement of \$10,000 has been received by the ASRT Foundation. If this minimum is not reached within five (5) years of the date of agreement, the Foundation has the option to transfer the balance of the fund to another Foundation fund specified by the donor or appropriate Foundation official.

Modification of Recognition

If a company or organizational donor is merged with or acquired by another company or organization, recognition may be amended to represent the new name of the donor at the donor's request. If an individual donor has a name change, he/she may request amended recognition as well. The ASRT Foundation may request additional funds from the donor to cover the expenses associated with such a change.

Termination of Recognition

ASRT may terminate naming and sponsorship recognition if the following occurs:

- In the event of default in payment of the naming or sponsorship gift, or
- In the unlikely event the ASRT determines in its reasonable and good faith opinion that circumstances have changed such that naming or sponsorship recognition for the donor would adversely impact the reputation, image, mission or integrity of the ASRT by continued association with the donor.

Upon any such termination of naming or sponsorship recognition, the ASRT will have no further obligation or liability to the donor and will not be required to return any portion of the gift already paid. The ASRT, however, may in its sole and absolute discretion determine an alternative recognition for the portion of the gift already received.

Donor Installation

Overview and Applicability

ASRT encourages philanthropic giving through its Foundation by recognizing donor investment with a visible, permanent installation in the ASRT building. This policy applies to donor installation involvement during a major gift campaign as well as to annual recognition and ongoing updates.

Requirements

Individuals, corporations and other organizations may participate in the donor installation as a benefit for financial contributions to the ASRT Foundation. The principal giving vehicle for this recognition will be the Foundation's operating endowment; however, there also will be donor installation recognition for program funds, deferred (estate) gifts and annual patron-level gifts.

Approval Process

Multi-year gift agreements for donor installation recognition at \$5,000 and above must be signed by the donor and the ASRT Chief Governance and Development Officer.

Payments

Contributions for annual patron and key donor installation recognition (operating endowment) must be current (cash) payments made via check, electronic funds transfer, stocks or other securities or other methods acceptable to the ASRT.

For operation endowment gifts, donors will be asked to sign a pledge agreement if paying over a multi-year timeframe. Our guideline is that gifts at \$50,000 and above can be paid over five years, while gifts under this amount should be paid in three years or less.

Exceptions may be made on a case-by-case basis. A donor may accelerate payment of any or all of his or her pledge at any time.

For revocable or irrevocable deferred (estate) gifts, donors will be asked to sign an Estate Gift Intention Form (EGIF) and, if applicable, an endowment agreement detailing how the funds will be used. Once received, in whole or in part, any gift to the ASRT Foundation is irrevocable.

Recognition

During an active major fundraising campaign, recognition will be dependent on the current fundraising campaign structure. The Patron Program may have separate acknowledgment guidelines. Donors also may opt to be anonymous.

For pledged operation endowment gifts, recognition will begin after cash is received equal to or greater than a required initial pledge installment. Recognition on the donor installation does not preclude further program or facility naming or sponsorship for separate contributions.

Duration

Donors to the initial operating endowment campaign will receive recognition in perpetuity on the donor installation. If additional campaign contributions are received in the future, recognition of the donor may also be elevated.

Deferred gift commitments will be listed until the estate gift is received in total, at which point recognition will be given based on the fund to which the gift was directed; for example, as a named endowed award fund. Patrons are recognized on an annual basis.

Modification of Recognition

If a company or organizational donor is merged with or acquired by another company or organization, recognition may be amended to represent the new name of the donor at the donor's request. If an individual donor has a name change, he/she may request amended recognition as well. The ASRT Foundation may request additional funds from the donor to cover the expenses associated with such a change.