

**BOISE STATE  
UNIVERSITY  
FOUNDATION**



Team Captains and Sixth Year Players:  
DJ Schramm, Fall '22, Mechanical Engineering, and  
Riley Smith, Spring '22, Construction Management.

Creating opportunities and impacting the lives of Boise State's more than 350 student-athletes requires strategic planning, resources and determination to elevate our sights. To aggressively move forward, Boise State Athletics' ambitious blueprint for success- The What's Next Initiative - is the focus of the department's campaign priority. Learn more here.

## **CAMPAIGN COMMITTEE**

TUESDAY, OCT. 24 | 8 - 10 A.M.



**BOISE STATE UNIVERSITY**



**BOISE STATE UNIVERSITY  
FOUNDATION**

**CAMPAIGN COMMITTEE MEETING**  
**Tuesday, October 24, 2023, 8:00 a.m.**  
**AFC Room 209**  
[Join Zoom Meeting](#)

**AGENDA**

I. Call Meeting to Order	Randy Hales
II. Approval of Minutes from July 25, 2023 <b>[VOTE]</b>	Randy Hales
III. Campaign Command Center Updates	Matthew Ewing
• Campaign Dashboard	
• Launch Event	
• Volunteer Summit	Argia Beristain
VI. Gift Counting and Reporting Policy	Matthew Ewing
VII. Campaign Committee Charter	Alison Bilgic
VIII. Other Business	Randy Hales
IX. Adjournment	Randy Hales

**Foundation Board of Directors Engagement Event is 11/11/2023, Big Blue Huddle**

**Next Foundation Board of Directors meeting is 11/10/2023, 10:45 a.m. – 11:45 a.m., AFC 209**

**Volunteer Summit is 11/10/2023, 12 p.m. – 6:30 p.m., AFC**

**The next Campaign Committee meeting is 1/23/2024, 8 - 10 a.m., AFC 209/Zoom**



**BOISE STATE UNIVERSITY  
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**CAMPAIGN COMMITTEE MEETING**

**Tuesday, July 25, 2023, 8:00 a.m.**

**AFC Room 209/Hybrid**

**Meeting Minutes**

**Directors Present**

**Randy Hales - Committee Chair,  
Allen Dykman, Chuck Hallett, Zach Higgins, Cheryl Larabee, Jim Martin,  
Bruce Mohr, Royanne Minskoff, Glen Walker, Matt Wolff, Brian Yeargain**

**Staff Attendees**

**Paul Powell, Matthew Ewing, Argia Beristain, Alison Bilgic,  
Sierra Buttars, Joseph Boeke, David Johnston**

**I. Call Meeting to Order**

Randy Hales called the meeting to order. Paul Powell welcomed new board members who joined us both in the room and via Zoom. Matthew Ewing also introduced Sierra Buttars, Director of Campaign Operations, who will serve as the project manager for the Campaign.

**II. Approval of Minutes from April 18, 2023 [VOTE]**

Hearing no questions, or changes Mr. Hales called for a motion to approve the Minutes from the April 18, 2023 Campaign Committee.

**Motion from Cheryl Larabee to approve the minutes.**

**Seconded by Royanne Minskoff.**

**Approved by unanimous vote.**

**III. Campaign Command Center**

Matthew Ewing provided an overview of Campaign preparation activities and highlighted key events.

- Launch Event will take place on October 27 at Extra Mile Arena. Organizers are working to keep an element of surprise.
- This is the last full Campaign Committee meeting before the launch, and bi-weekly 15-minute calls will continue to keep everyone informed of progress, as well as getting input from this committee.
- Following an abbreviated Foundation Board meeting, there will be a Volunteer Summit on the afternoon of November 10 geared toward activating our volunteer network.

**VI. Campaign Updates**



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Mr. Ewing shared that FY23 is now the new “highest one-year fundraising record,” surpassing last year’s recording breaking year. He also reviewed the Scorecard, a tool for tracking progress against six key indicators, and requested input from the committee on its contents.

- **Five-Year Campaign Performance** – Mr. Ewing explained that the Campaign length is ten years, and we will track the full **Campaign Progress**, while also highlighting the most current five-year timeframe.
- **Campaign Progress** – shows the run rate. Mr. Ewing remarked that we have to maintain a \$50M run rate for the duration of the Campaign to meet our goals. Future reports will also include the forecast, i.e. what is in the pipeline to provide a more complete picture rather than only capturing historic data.
- **Campaign Progress by Purpose** (self-explanatory).
- **Campaign Giving by Constituency** - Royanne Minskoff asked what the definition of the “Friends” category, and asked if that could be broken down further. Joseph Boeke explained that Friends are all individuals who are not Alumni or Parents. He noted there were several options.  
**Action: Mr. Boeke will explore the breakdown.**
- Cheryl Larabee commented that she is very interested in the pipeline report and what the key performance indicators are that drive these results.

**Action: Present the Pipeline Report at the October Campaign Committee Meeting.**

Mr. Ewing and Ms. Beristain provided an overview of how the Pipeline Report is developed.

- Development team is asked to plan 12-18months ahead.
- A likelihood is put on gifts, and then discounted rates of projected gifts are added to the pipeline. If there is a high likelihood 80% of the projected gift amount is included, medium likelihood 50%, and low likelihood gifts are not counted in the forecast.
- These projections are updated on a monthly basis, which facilitates collaboration.
- This process has been newly employed over the last two years.
- They remarked that we want to see the pledge balance/deferred commitments increase (orange portion of the **Campaign Cash and Commitments**). To give us a better insight into our (likely) future commitments.
- Randy Hales referenced the **Five-Year Cash/Equivalent Receipts** and asked about the typical lag between the commitment and the cash receipt? He also asked how we compare to our peers.
  - Matthew Ewing and Paul Powell explained counting versus accounting. Mr. Powell stated that a pledge is counted in the current year from a performance standpoint, but from the foundation standpoint of cash in the door, actual pledge payments are tracked in the foundation financials.
  - Planned gift is counted in the current year from a fundraising standpoint, but counted as cash when received.
  - Joseph Boeke commented that in comparison we are lagging in pledges, and that announcing the Campaign will likely cause an increase. Paul Powell also highlighted that only two, or three years ago pledge receivables were under \$2M, and currently it is up to \$16M.
- Zach Higgins asked about the average gift size?
  - Mr. Ewing commented that when you look at our gift bands, we perform well in all of them until we get to about \$5M. We have to do a better job of telling our story to bring in those really transformational gifts.



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- Mr. Powell shared that in F23 the average gift amount was \$293.99. We had almost 84k total gifts, and only 12-13 gifts over \$250k.
- Mr. Ewing also commented that this year's \$56.7M total productivity number includes an \$8M commitment. That our historical run rate has been closer to \$30-35M, and that those larger transformational gifts are what allow us to continue to run above that average.
- Allen Dykman added that we have averaged ~\$46M over the last six years, and brought up the pyramid, or gift table that is often used to show and track various gift levels.

**Action: Bring the pyramid/gift table to the October meeting to show the potential.**

### **VII. Simpson Scarborough Update**

Matthew Ewing and David Johnston presented a high-level overview of work that SimpsonScarborough has done in recent months. The research, messaging platform, pillars and priorities, how we are going to tell that story, the brand narrative, identity, and creative aspects. Mr. Johnston also referenced the university's brand platform: "Out of the Blue" Campaign.

We requested they work on five pieces.

#### **1. Research**

- Was done along with the JGA Feasibility Study. SimpsonScarborough surveyed a larger audience, but not the most engaged constituents, so they were not surveyed twice. Between the two team's research we covered our audience.
- Success of this campaign hinges a lot on how we engage the next generation.
- When discussing Pride Points and what drives connection to Boise State, comments like: "Boise State has come a long way... It has a well-deserved national and international reputation for academic excellence, community engagement, and care for students," captured the sentiments we want the Campaign to embody.
- Both studies proved folks are ready for the Campaign.
- Mr. Johnston commented that athletics may not be donors top giving priority, but it still helps drive engagement.
- He also shared an example of that "culture of care" felt by students, parents and faculty.
- When asked about favorite memories the research provided great examples from faculty, having support to "develop and expand," their research, as well as getting support for personal and family life. These are the narratives we need to share to attract strong faculty!
- Even with the differences in the audiences there was a lot of alignment which was used to craft the messaging.

#### **2. Campaign Messaging Platform**

- Emotional Connections – how we resonate with and inspire donors.
- Themes & Initiatives – what respondents are interested in supporting, and how we drive those priorities.
- Boise State Brand led to the case statement that was tested through the research which then builds the pillars and priorities.

#### **3. Pillars and Priorities**

- **Student Access**



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- **Faculty Innovation**
- **Athletics**

David Johnson read the priorities to highlight the story/narrative commenting on the strength of SimpsonScarborough to produce that piece. Matthew Ewing also talked about how the feedback from the research begins to shape this narrative, particularly around scholarships and faculty support. This is where the matches come into play. All scholarships are helpful, but this allows us to target key areas. Particularly serving Idaho Students.

Cheryl Larabee commented on the way the Pillars directly respond to objections that are active in society right now.

**4. Creative Concepts & Identity**

David Johnston touched on the power of the narrative, and Matthew Ewing talked about the alignment on how we tell our story; empowering folks across campus.

Mr. Ewing shared the objectives that they gave SimpsonScarborough around creating a concept and identity that was unique to Boise State. He shared the campaign name and the look. Discussion continued around the proposed logo, and ways we could make the design even stronger.

**Action: Schedule another 15mins meeting on August 4, (prior to the Foundation Board Meeting).**  
**Action: Alison will email presentation to the committee.**

**5. Micro Website**

A Campaign specific website and hallmark video will be created for the kick off.

**VIII. Other Business**

No other business.

**IX. Adjournment**

Randy Hales adjourned the meeting.

**Minutes Approved:**

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Randy Hales, Chair

**Foundation Board of Directors Engagement Event is 8/10/2023, 5:30 – 7:30 p.m. Hemingway Center**

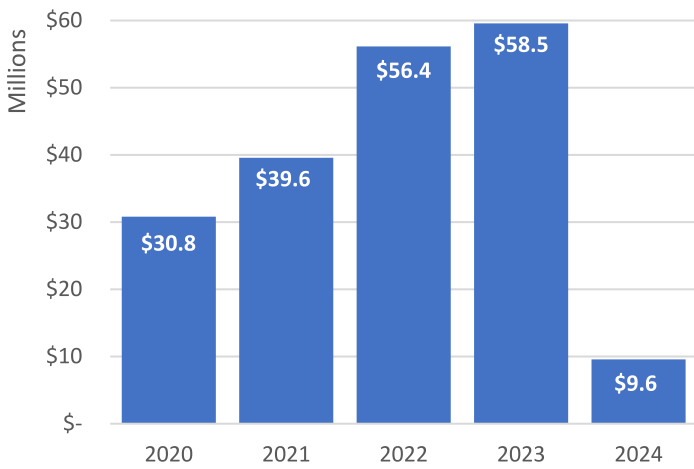
**Next Foundation Board of Directors meeting is 8/11/2023, 9:30 a.m. - 1 p.m., AFC Ballroom/Zoom.**

**The next Campaign Committee meeting is 10/24/2023, 8 - 10 a.m., AFC 209/Zoom**

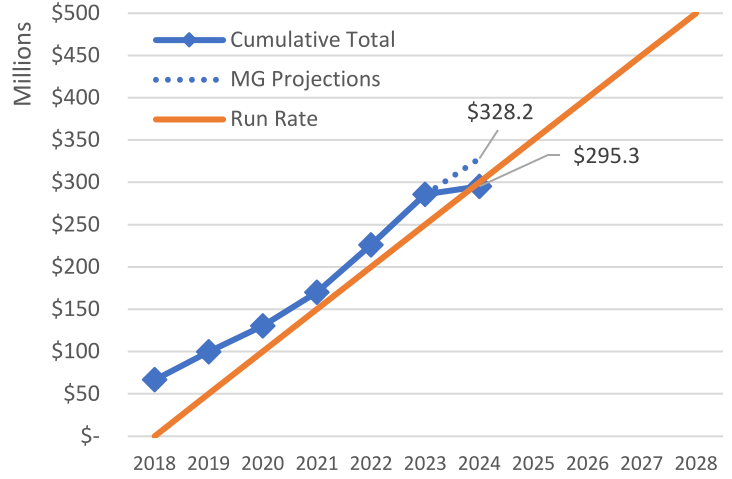
# The Campaign for Boise State

## Scorecard as of September 30, 2023

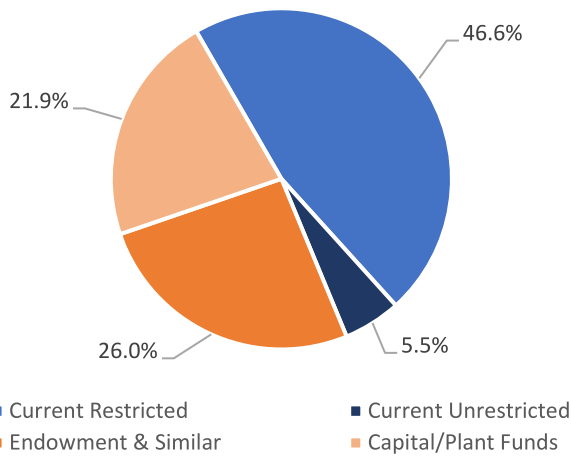
### Five-Year Campaign Performance



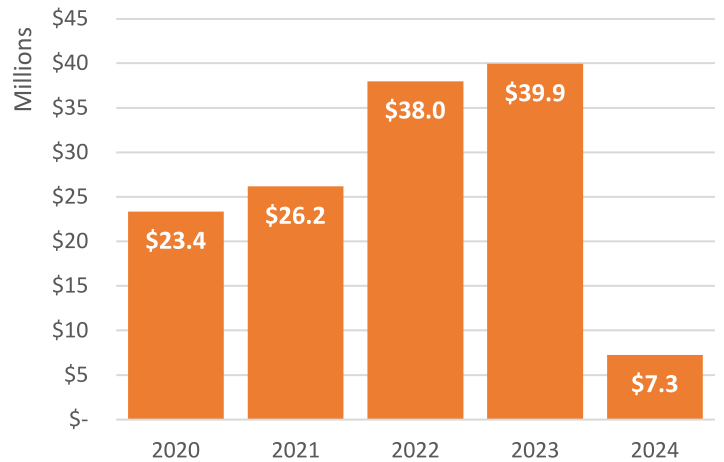
### Campaign Progress



### Campaign Progress by Purpose



### Five-Year Cash/Equivalent Receipts

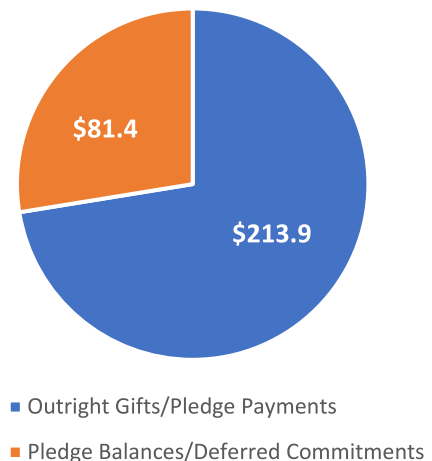


### Campaign Giving by Constituency

GROUP	GIVING
<b>INDIVIDUALS</b>	
Alumni†	\$ 67,440,136
Parents	\$ 19,561,760
Friends	\$ 79,908,331
<b>ORGANIZATIONS</b>	
Corporations	\$ 90,202,900
Foundations	\$ 27,461,285
Other Organizations	\$ 10,410,781

† The alumni category includes degree holders and those meeting the Alumni Associations' definition.

### Campaign Cash and Commitments





**BOISE STATE UNIVERSITY  
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Memo

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**TO:** Boise State Foundation Campaign Committee

**FROM:** Alison Bilgic  
Director Foundation and Board Operations  
Boise State University Advancement

**SUBJECT:** Campaign Committee Gift Counting and Reporting Policy

**MEETING DATE for REVIEW:** 10/24/2023

**REFERENCE:** Gift Counting and Reporting Policy, (Destination Distinction) Campaign Reporting Policy, CASE Global Reporting Standards.

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**Background:**

Our last Campaign Reporting Policy became effective in September 2007, and was last updated in April of 2010. It was specifically designed to outline reporting procedures for the Destination Distinction Campaign which finished in 2011, and referenced relevant policies at the time it was written making it outdated for our current Campaign.

The Gift Counting and Reporting Policy is designed to define and maintain the highest standard for fair, accurate, and ethical fundraising counting and reporting practices. It will apply to all gifts and pledges, and is in line with the Council for Advancement and Support of Education (CASE) Global Reporting Standards. These are the established guidelines recognized as the standard in higher education fundraising.

This policy clarifies the difference between “counting gifts” for tracking fundraising productivity, and financial accounting practices used to calculate revenue by the Foundation. It outlines how gifts will be counted over the course of a campaign, provides common language for gift activity, and defines reporting expectations.

The goal is to have a well-defined, complete policy in place, particularly as we launch the public phase of this comprehensive campaign.



# Boise State University Foundation

## Gift Counting and Reporting Policy

October 2023



**BOISE STATE UNIVERSITY**

## Introduction

University Advancement (“UA”) and the Boise State University Foundation (the “Foundation” or “BSUF”) have been delegated the authority to raise and solicit philanthropic support for Boise State University (the “University”), in concert with the University’s leadership. UA is also responsible for counting and reporting all philanthropic activity at the University.

In order to fulfill the highest standards of conduct for fair, accurate, and ethical fundraising, the guidelines outlined in this policy apply to counting and reporting for all gifts and pledges, including those raised as part of a university fundraising campaign. Additional guidelines are included by reference.

### I. Statement of Policy

It is important to clarify the distinction between financial accounting, which underlies the financial reporting of gifts following the principles established by the Financial Accounting Standard Board (“FASB”), and development reporting, which is a measure of fundraising activity.

UA tracks all outright gifts, philanthropic grants, membership dues, pledges, and deferred gifts received (colloquially called “gifts”). The intent of development reporting is to reflect the total impact of fundraising efforts by representing all gifts, including the value of pledges and deferred gifts, at both face and present values.

Gift revenue presented in the Foundation’s financial statements may be recognized in different periods than in development reports. Additionally, financial accounting may discount the face value of certain gifts and pledges based on various methodologies utilized in determining the present value of future receipts. The important point is that financial accounting is not a measure of fundraising effort, but rather a measure of the expected future value of a gift.

All gifts to the University during a fundraising campaign or campaign period will be counted toward the achievement of that campaign’s goal, in accordance with the principles outlined below.

### II. Principles of Campaign Counting

The principles for counting gifts during a campaign include the following:

- Gifts and pledges received or committed during the specific period of time identified for a campaign are counted in the campaign totals.
- A gift or pledge received prior to the start of the campaign period may be grandfathered in only (1) if the gift or pledge was not counted in a previous campaign and (2) if it meets one of the following criteria:
  - The gift or pledge was made with the explicit understanding that it would be counted in campaign totals.
  - A pledge payment was made on an earlier, non-campaign, pledge.

- The gift or pledge was a challenge grant that will be met during the campaign period.
- The gift or pledge was made in support of a capital project that will be a fundraising priority during the campaign period.
- The value of any canceled or unfulfilled pledges must be subtracted from campaign totals when it is determined they will not be realized.

### III. Campaign Information

- A. *Campaign Period*: For the purposes of this policy, the campaign period refers to the total time encompassed by the active solicitation period for a campaign, including the leadership gifts phase (also referred to as the “quiet” or “silent” phase), as approved by the Foundation’s Board of Directors and the University’s leadership.
- B. *Campaign Goal*: For the purpose of this policy, the campaign goal refers to the total fundraising goal for a campaign as approved by the Foundation’s Board of Directors.
- C. *Campaign Totals*: University Advancement will report campaign totals as described below:
1. The total of outright gifts, philanthropic grants, membership dues, and pledges received, reported at face value and payable within the campaign period and post-campaign accounting period, which is up to five years after the close of the campaign.
  2. The total of irrevocable and revocable deferred commitments, reported at face value, which will be received at an undetermined time in the future.

The grand total of 1 and 2 above will comprise the public campaign total.

In addition, UA will report separately the net present value of the total of deferred commitments to be received at an undetermined time in the future.

- D. *Types of Gifts*: If the campaign is a comprehensive campaign, it will include, but not be limited to, outright and deferred gifts made via a variety of methods as detailed under “Gift Counting,” below. Certain types of gifts may require a review by the Gift Acceptance Committee before the Foundation can accept them (see *Gift Acceptance Policy*).

### IV. Reporting Gift Counting Totals

UA prepares reports in multiple formats. These formats include three primary types: fiscal year reporting, campaign reporting, and recognition reporting. Generally, reporting at Boise State will follow and adhere to the first edition of the *CASE Global Reporting Standards (2021)*.

**A. Fiscal Year Reporting**

1. *Fiscal Year Cash and Commitment Year-to-Date Reports:* These reports present the current cash and/or commitments for a specific fiscal year only (July 1 to June 30).
2. *Fiscal Year Cash Reports:* These reports present only hard credit, cash, or other asset transactions, including outright gifts, realized bequests, and pledge payments. These reports also may include payments made on pledges from prior years; however, to avoid double counting, this number should not be added to the new commitment total. Fiscal year cash is the method by which institutions are measured and compared by the Council for Aid to Education (“CAE”).
3. *Fiscal Year New Commitment Reports:* These reports present the total of hard credit transactions of outright gifts, pledges, life income gifts, bequest expectancies and intentions, and matching gifts.

**B. Campaign Reporting**

1. *Campaign Reports:* These reports present the cumulative value of commitments received by the University during the campaign period and measured against a certain goal. In general, campaign numbers include all hard credits of outright gifts, any pledges, life income gifts, bequest intentions, and expectancies raised during span of the campaign. These reports exclude pledge payments.

Campaign reports over the campaign period include:

- outright gifts
- philanthropic grants
- pledges at original pledge amount (minus any write-offs)
- bequest intentions at original pledge amount (minus any write-offs)
- membership dues
- realized bequests that are not payments on intentions
- life income gifts
- bequest expectancies that are not payments on intentions, and
- realized gifts from matching pledges

**C. Recognition Reporting**

These reports present the number of donors at specific giving levels for purposes of donor recognition. The reports include all cash transactions for which a donor received hard credit (i.e., legal credit) and, in most instances, pledges and soft credit (e.g., gifts from spouses, donor-advised funds, matching gift companies, etc.).

Recognition reports include:

- outright gifts (including gifts-in-kind)
- pledges
- realized bequests
- outstanding balances on bequest intentions
- life income gifts
- bequest expectancies
- matching gift pledges or payments
- credit transactions from non-spousal sources (making sure not to double count), and
- foundation and corporation credits

To avoid double counting gift dollars, recognition dollar totals are never added together.

#### **D. Other Reporting Formats**

Other reporting formats may include, but are not limited to, calendar- year or other time-bound reporting formats, purpose-bound formats, and other formats as requested or specified by University leadership.

### **V. Gift Counting**

Gifts and pledges will be counted as described below. Note that any gift type not listed below will be considered only if it is in compliance with IRS regulations and best practices in the industry. Note also that gift counting may differ from financial statement and tax reporting.

All gifts and pledge payments of cash and non-cash assets from individuals, corporations, foundations, or other organizations subject to the exclusions stated below will be counted. Outright gifts will be reported only when assets are transferred irrevocably to the Foundation.

#### **A. Outright Gifts**

*Cash Payments:* All outright gifts by cash, credit card, check, virtual currency, stock, or other personal property made during a period will be credited at face value on the effective date of the gift, in accordance with the Foundation's gift processing procedures.

The effective date of a gift is determined by gift processing procedures. This date is not necessarily the date of the gift the donor uses for tax purposes. It is the responsibility of each donor to maintain accurate records of the date of his/her gift. Donors should consult with their tax advisers to determine how this is handled.

**B. Pledges**

A pledge is a written, signed, and dated promise to fulfill a commitment at some future time—specifically, a financial promise payable according to terms set by the donor and agreed to by the Foundation. Pledges are legally enforceable, subject to state law. All pledges of five years or less will be counted toward a campaign goal, provided that they are initiated during the campaign period and documented in writing, with documentation to include the pledge amount, designation, payment schedule, donor signature, and date.

Exceptions to the five-year time frame are discouraged but may be considered, with the approval of the vice president for UA and the Foundation Board of Directors, on a case-by-case basis.

*Changes to Existing Pledges or Unfulfilled Pledges:* Unfulfilled pledge balances should be subtracted from campaign counts and reports when it is determined the pledges will not be realized. The preferred pledge payment period, regardless of when a pledge is made during a campaign period, is five years or less. UA should make every effort to ensure that donor pledges are fulfilled. If a donor's circumstances change (e.g., a change in the donor's ability or willingness to fulfill the pledge, a change in the timing of pledge payments, a change in the means of fulfilling the pledge, etc.), it is the obligation of the donor to inform the Foundation so that the terms of the pledge and the level of recognition can be adjusted accordingly. Such changes are handled on a case-by-case basis and should be approved by the vice president for UA or his/her delegate. Please refer to the gift processing procedures for further information about write-offs. The following guidelines apply:

- *Verbal Pledges:* The only verbal pledges counted by the Foundation are pledges made through a phonathon or peer solicitation. Otherwise, verbal pledges are not recognized until a written donor agreement has been accepted or an outright gift has been received.
- *Fulfillment of Pledges by Third Parties:* Donors' pledges can be paid by third parties (e.g., business affiliates, family members, etc.) unless prohibited by law (e.g., private foundation grants on behalf of disqualified persons, etc.). See "Statement of Intent," below.
- *Challenge/Conditional Pledges:* These pledges may be included in totals if there is appropriate documentation with dollar amounts, designations, and payment schedules. Conditional pledges are not carried on Foundation financial statements. Conditional pledges should be approved by the vice president for UA.

### C. Donor Agreements

Donor agreements are contracts that document outright gifts as well as unconditional and conditional pledges of support. For public reporting purposes, such pledges are counted at the face value of the five-year pledge payment income stream.

1. *Gift Agreement:* A gift agreement is a written document, signed by the donor(s) and University and Foundation representative(s), that outlines the amount and purpose of the gift—including any restrictions and preferences— and specifies the timing of the contribution made by the donor. Although a matching gift may be referenced in a gift agreement, the total gift amount recorded should not include the matching gift.
2. *Statement of Intent:* A statement of intent is a written agreement between the donor, the University, and the Foundation that outlines the purpose of the gift—including any restrictions or preferences—to be made on behalf of the donor. A statement of intent does not necessarily contain pledge payment schedule and is not considered legally binding. Statements of intent are not legally enforceable and therefore are not carried on the Foundation’s financial statements; however, a statement of intent may be counted in advancement reporting totals. A statement of intent is *not* to be used for any gift that includes a matching gift component.
3. *Other Types of Gift Documentation:* Planned gifts (e.g., trusts, annuities, testamentary pledges, bequest intentions, etc.), gifts of real property (real estate), and gifts of tangible and other personal property (gifts-in-kind) require written documentation in order to be accepted and booked by the Foundation. In such cases, a life income agreement, trust agreement, gift/pledge agreement, statement of intent, or other type of written documentation will be required to document donor intent. For planned gifts, where an agreement or statement of intent will not be used, the appropriate form of documentation will be determined by the Office of Gift Planning, in consultation with the Foundation’s general counsel, on a case-by-case basis.

### D. Securities

The following types of securities can be accepted and counted:

- *Marketable Securities:* The Foundation will accept liquid U.S.-listed securities or securities traded over-the-counter that can be sold over a reasonable amount of time without materially impacting the market price as outright gifts or as payments toward pledges. Illiquid securities (e.g., situations where the number of shares donated exceeds 10 percent of the average daily trading volume) and/or securities traded on foreign exchanges should be reviewed by the Foundation’s

Investment Committee prior to acceptance, as liquidity may be very limited relative to the size of the gift, or the Foundation may not have the ability to trade on certain exchanges. Under most circumstances, the gift value of the securities is determined on the recognized gift date, which, per [IRS Publication 561](#), is the date that the transfer of the property is deemed to take place. Securities may be received in the form of broker-to-broker electronic transfers or stock certificates. The Foundation prefers electronic transfers and at the time of writing this document has a brokerage account at Charles Schwab & Co. set up specifically to receive and liquidate marketable securities. Unless an illiquidity discount must be applied, the average of the high- and low trading prices on the gift date determines the value of securities for reporting purposes.

- *Closely Held Securities*: Closely held or non-publicly traded securities should be accepted only after prior review and approval by the Gift Acceptance Committee. Valuation of closely held securities may be difficult due to infrequent trading, which makes it difficult to establish fair market value. If a donation of closely held stock is being considered, *IRS Publication 561* should be followed in valuing this type of security.
- *S Corporation Stock, Membership Interests in a Limited Liability Company (LLC), and Private Debt Instruments*: Because of significant tax and legal implications for the Foundation, proposed gifts of these types should be authorized in advance by the Gift Acceptance Committee. For income tax purposes (including substantiation), donors will need to follow the guidelines for valuation of closely held stock outlined in the paragraph above.

#### **E. Virtual Currency**

Gifts of virtual currency should be reviewed and accepted or rejected in accordance with Foundation's *Gift Acceptance Policy*. For federal income tax purposes, the IRS considers gifts of virtual currency to be gifts of property. Donors who wish to take a tax deduction should consult with their own legal and tax advisers for professional advice regarding any tax and legal implications. For more detailed information, refer to [the IRS guidance regarding virtual currencies](#) and/or [IRS Notice 2014-21](#).

#### **F. Property**

Gifts of property should be reviewed and accepted or rejected in accordance with the Foundation's *Gift Acceptance Policy*. Gifts of real estate, tangible personal property (e.g., artworks, books, cars, boats, animals, jewelry, etc.), and intellectual property valued in excess of \$5,000 require an independent appraisal of fair market value before being credited. In the event a donor declines to get an appraisal for the property, the gift will be recorded in the database at \$1; however, the Foundation may choose to get an independent



appraisal and record the gift, for gift counting purposes, at the appraised value.

1. *Real Property (Real Estate)*: Real property includes improved or unimproved land, personal residences, farmland, commercial properties, rental properties, and mineral interests. Gifts of real estate typically should be valued at a minimum of \$25,000. If it is the intention of the donor that the Foundation not immediately dispose of real property, an agreement must be made in writing between the Foundation and the donor, in consultation with the Foundation's Real Estate Committee, before the Foundation may accept such property. Gifts of real estate must be tested to be in conformity with state and federal laws, including environmental regulations, and the donor must provide satisfactory evidence of environmental compliance as needed. It is the policy of the Foundation to sell or otherwise dispose of all gifts of real property (real estate), unless the items are included in the University's campus master plan or can be used by the University in a manner related to learning, discovery, or engagement.
2. *Tangible and Other Personal Property*: The Foundation may consider gifts of tangible and other personal property, including but not limited to art, equipment, antiques, stamp and coin collections, jewelry, Council for Aid to Education furniture, rare books, manuscripts, artifacts, specimens, historical Council for Aid to Education items, patents, copyrights, or any other tangible items. These gifts are also Council for Aid to Education referred to as gifts-in-kind. It is the policy of the Foundation to sell or otherwise dispose of all gifts of personal property, unless the items can be used by the University in a manner related to learning, discovery, or engagement. Such gifts are facilitated by the Foundation in accordance with the *Gift Acceptance Policy* and will be counted at the appraised or documented fair market value.

Gifts of art where the donor stipulates that the artwork must be held and be publicly displayed by the University typically will be reviewed by the University Art Committee, which will provide the president with a recommendation for or against including the art in the University's collection.

Gifts-in-kind will be valued in accordance with current IRS regulations and the Foundation's gifts-in-kind procedures. Gifts of tangible personal property whose value is not substantiated by appraisal will be valued at \$1 for counting and recording purposes. Only those gifts-in-kind that can be converted to cash, or items such as equipment, books, artworks, etc., that can be used in support of learning, discovery, or engagement, should be accepted. Receiving units within Boise State University (e.g., colleges, administrative offices, etc.) must agree to use the in-kind materials that are not being

converted to cash before accepting the gift.

The Foundation should be consulted prior to accepting in-kind gifts to ensure that donors have been apprised of tax deductibility and IRS substantiation requirements and to assist in the preparation of any agreements required to facilitate the gifts.

The Foundation cannot provide or pay for appraisals for donors' tax purposes, nor will the Foundation attempt to estimate the fair market value of any real or personal property gift.

Depending on the appraised value of the donated item, *IRS Form 8283* may be submitted to the Foundation. Gifts-in-kind where the donor provides qualified appraisals (i.e., most gifts valued at more than \$5,000) will be counted at the appraised value. Examples of gifts-in-kind other than those referenced above may include:

- *Patents and Copyrights*: The Foundation will consult with the Office of Technology Transfer before accepting and recording gifts of patents and copyrights.
  - *Deep Discounts or Bargain Sales*: The discounted amount of a product bought at a non-routine "deep discount" or "bargain sale" will be counted at the face or appraised value of the discounted amount.
  - *Royalties*: Payments received as royalties from patents or other property not owned by the Foundation are counted at the face value of each payment received. Royalties from vendor affinity agreements, such as alumni credit card programs, are exchange transactions and are not countable.
  - *Unreimbursed Expenses*: If a donor contributes \$250 or more in the form of unreimbursed expenses (e.g., underwriting/hosting a donor event), the donor needs to provide proper documentation of payment in order for the Foundation to recognize this gift-in-kind at the value of the unreimbursed expense.
3. *Software, Hardware, and Maintenance Agreements*: Gifts of software or hardware that qualify as charitable donations under the laws of the appropriate tax authority, and with an established retail value, should be counted at the educational discount value (if one exists) or the fair market value, whichever is lower. Maintenance agreements are contributed services and not goods and therefore are not counted.

#### **G. Non-Government Grants and Contracts**

Funds from grants from private, non-government sources should be reported; contract revenue should be excluded. The difference between a private grant and a contract should be judged on the basis of the intention of the awarding agency and the legal obligation incurred by the University in accepting the award. A grant, like a gift, is

bestowed voluntarily and without expectation of any tangible return. It is donative in nature. A contract carries an explicit quid pro quo relationship between the source and the institution. Grants from foreign governments are not counted. In making the determination between a grant and a contract, the Foundation will follow CASE guidelines.

#### H. *Credit*

Cash gifts from organizations or corporations to match gifts of cash or securities from individuals associated with the organizations or corporations should be credited to the corporate donors' gift records. An individual donor whose gift is matched will receive associated and recognition credit for the matching amount. Thus, the matching gift entity receives the legal (i.e., "hard") credit, and the donor receives recognition (i.e., "soft") credit. A matching gift always follows the designation of the outright gift unless otherwise specified by the matching gift company.

#### I. *Deferred (or Planned) Gifts*

All planned gifts, subject to any exclusion stated below, will be counted as follows:

- *Irrevocable Planned Gifts*: Irrevocable planned gifts (e.g., documentation accompanying wills/trusts, bequests, immediate or deferred charitable gift annuities, charitable remainder trusts, remainder interests in real estate, pooled income funds, life insurance policy ownership, etc.) should be counted at face value for donors of any age, except for donations of the ownership of life insurance policies that are not paid up by donors (insured) under the age of 60.
  - *Revocable Planned Gifts*: Revocable planned gifts (e.g., will/trust bequests, retirement plan or commercial annuity beneficiary designations, life insurance beneficiary designations, payment on death designations, etc.) are considered conditional and are not carried on Foundation financial statements until the gifts are realized; however, revocable planned gifts should be counted at face value for donors aged 60 and over or who will reach age 60 during a campaign period. In the case of married couples, both spouses have to qualify.
1. *Charitable Remainder Trusts and Pooled Income Funds*: Gifts made to establish charitable remainder trusts (including charitable remainder trusts administered outside the Foundation) where the remainder is not subject to change or revocation as well as contributions to pooled income funds should be included in gift totals at face value. A charitable remainder trust may be funded with a minimum contribution of \$100,000 and must meet the 10 percent remainder interest requirement. The life income beneficiaries must be at least age 60.
  2. *Charitable Gift Annuities*: Gift annuities will be credited at the face value subject to

change or revocation as well as contributions to pooled income funds should be included in gift totals at face value. A charitable remainder trust may be funded with a minimum contribution of \$100,000 and must meet the 10 percent remainder interest requirement. The life income beneficiaries must be at least age 60.

3. *Charitable Gift Annuities*: Gift annuities will be credited at the face amount transferred. A charitable gift annuity may be funded with a minimum contribution of \$25,000, and the annuitant(s) must be at least age 60 when payments commence.
4. *Remainder Life Estates*: A gift of a remainder interest in a personal residence or farm (retained life estate) should be credited at the face amount based on the appraised value of the underlying property.
5. *Charitable Lead Trusts*: Charitable lead trusts are counted at face value and are recorded as pledges. Each trust distribution is recorded against the original pledge amount upon receipt. For charitable lead trusts that extend beyond a campaign, the Foundation should report amounts beyond the first five-year period past the end of the campaign both at remaining face value of the income stream and the present value of the remaining income stream, calculated in accordance with Foundation guidelines.
6. *Outside Managed Trusts*: Outside managed trusts may include wholly charitable trusts administered by others or irrevocable living trusts for which the Foundation is a beneficiary. A wholly charitable trust is held for the benefit of charity, where the principal is invested, and the income is distributed to charitable organizations. All interests in income and principal are irrevocably dedicated to charitable purposes (as opposed to a charitable remainder or lead trust). While similar in that sense to an endowment fund, a wholly charitable trust is created as a freestanding entity.

The fair market value of the assets, or a portion of the assets, of such a trust administered by an outside fiduciary should be counted in gift totals for the year in which the trust is established or in which the Foundation is notified and receives the appropriate documentation and valuation, *provided* that the Foundation has an irrevocable right to all or a predetermined portion of the income of the trust.

7. *Trust and Estate Distributions*: All distributions from estates or trusts received during a campaign period should be counted at face value to the extent that no gift amount has already been counted in the current or a previous campaign.

8. *Bequest Intentions*: Bequest intentions accompanied by appropriate documentation (e.g., estate documents, term provisions or beneficiary designation forms, documentation of valuation – bequest intention forms or donor/attorney letters, etc.) should be counted at face value during a campaign, providing under normal circumstances that the following criteria are met:

- The donor is age 60 or older or will turn age 60 during the campaign.
- The commitment is for a single life only, or all other beneficiaries are also over 60 or will reach age 60 during the campaign.
- There is an amount or percentage specified in the estate documentation based on a credible estimate of the future value of the estate at the time the commitment is made.
- The discounted present value is calculated and documented for purposes of reporting.
- Verification has been provided in *one* of the following forms:
  - *Charitable/Deferred-Pledge Agreement*: A deferred pledge agreement is a legally binding document that places an obligation on the estate of the issuer to transfer a certain amount to the Foundation. Under such agreements, the executor of the donor's estate is held legally responsible for payment of the specified amount from the estate.
  - *Contract to Make a Will*: A contract to make a will is a legally binding document, also tested in the courts of several states, that places an obligation on the donor to make a will that transfers certain assets or a certain percentage of his/her estate to the institution. This instrument is used when the donor cannot (or does not wish to) specify the precise dollar amount he/she will contribute. Instead, the donor promises to execute a valid will wherein he/she designates a certain item of property or a portion of his/her estate to the Foundation.
    - Often, this portion is stated as a percentage of the residue of the estate. After the contract is signed, no changes may be made in the donor's will that would decrease the Foundation's originally specified share, except as agreed upon in advance by the donor and the Foundation.
    - Exceptions to the foregoing may be made for good cause on a case-by-case basis. Such exceptions should be reviewed and approved by the vice president for UA in consultation with the senior director of gift planning.

The Foundation may count an increased bequest intention due to the growth of a donor's estate (e.g., an increase in the value of stock, real estate, etc.) and not because a donor has increased the portion coming to

the Foundation through his/her estate plan, if **all** of the following conditions are met:

- The donor has initiated the request to allow the Foundation to count the increased bequest intention.
- The donor has signed a new or amended donor agreement.
- The donor has provided the Foundation with the updated bequest intention amount in writing.
- The increased value of the donor's bequest intention is at least 25 percent greater than the previous value.
- At least five years have passed since the Foundation counted the previous value of the donor's bequest intention.
- The vice president for UA or his/her designees have approved counting the bequest intention at the new value.

9. *Bequest Expectancies*: Pending estate distributions that can be deemed estimable and probable are recorded at face value based on estate documentation received from the trustee(s) or executor(s). Such documentation may include, but is not limited to, a copy of the will or trust agreement and verbal or written documentation of the estimated distribution to the Foundation.

10. *Life Insurance*: Life insurance policies will be counted only if the Foundation is the owner and irrevocable beneficiary of the policy and the policy is fully paid or the donor agrees to make premium payments.

Under normal circumstances, life insurance policies will be counted in one of two ways:

- If the donor is under 60 years of age, the policy will be counted at the interpolated terminal reserve (approximately the cash surrender value), as a current outright gift.
- If the donor is 60 years of age or older, the policy will be counted at the face value of the death benefit. The discounted present value should be calculated and documented for purposes of financial reporting.

11. *Realized Death Benefits*: The insurance company's settlement amount for an insurance policy whose death benefit is realized during a campaign period, whether the policy is owned by the Foundation or not, should be counted in campaign totals, to the extent that no gift amount was already counted in the current or a previous campaign.

12. *Limited Partnerships, Mortgages and Notes, Patents and Copyrights*: Acceptance of these types of gifts requires prior review by the Gift Acceptance Committee and approval by the vice president for UA. Acceptance is determined on a case-by-case basis. Those that are accepted, and can be assigned a fair market value, will be counted at fair

market value.

13. *Other Non-Deductible Charitable Gifts:* In addition to counting charitable gifts such as pledges and revocable planned gifts that are not income tax deductible for the donor as a charitable contribution, the following gifts that are not income tax deductible for the donor will be counted so long as the dollar value of the counted gift is readily ascertainable or verified by an independent qualified expert such as a qualified appraiser:
- IRA charitable rollovers (qualified charitable distributions), pursuant to the Pension Protection Act of 2006
  - grants from donor-advised fund(s) designated by the donor(s)  
*Note:* A gift receipt is sent to the tax-exempt organization that holds the donor-advised fund as the official donor of record, and a gift acknowledgement is sent to the donor(s).
  - grants from private foundation(s) designated by the donor(s) *Note:* A gift receipt is sent to the private foundation as official donor of record, and a gift acknowledgment is sent to the donor(s).
  - charitable lead trust income designated by the donor(s) *Note:* A gift acknowledgement is sent to the trustee(s) of the charitable lead trust for trust tax reporting.

## VI. Gift Counting Exclusions

The following types of funds should be excluded from report totals:

- gift or pledges, outright and deferred, that already have been counted in the current or previous campaigns, even if realized during the campaign reporting period
- investment earnings on gifts, even if accrued during the campaign reporting period and even if required within the terms specified by a donor (the only exception permitted to this exclusion would be interest accumulations counted in guaranteed investment instruments that mature within the time frame of a campaign, such as zero-coupon bonds)
- earned income, including transfer payments from medical or analogous practice plans
- surplus income transfers from ticket-based operations, except for any amount equal to that permitted as a charitable deduction by the Internal Revenue Service (“IRS”)
- contributed services, except for those permitted as a charitable deduction by the IRS
- tuition payments
- governmental funds

## VII. Exceptions

Exceptions to this policy are allowable only with permission of the vice president for UA or his/her designees.



**BOISE STATE UNIVERSITY  
FOUNDATION**

Memo

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**TO:** Boise State Foundation Campaign Committee

**FROM:** Alison Bilgic  
Director for Foundation and Board Operations  
Boise State University Advancement

**SUBJECT:** Campaign Committee Charter

**MEETING DATE for REVIEW:** 10/24/2023

**REFERENCE:** Bylaws and Campaign Committee Charter.

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**Background:**

In keeping with the board policies, the Campaign Committee Charter should be reviewed once every three years. However, the initial Campaign Committee Charter was finalized in August 2021 in the context of forming the committee. Now, as we enter the comprehensive campaign with a functioning Campaign Committee, it makes sense to revisit the Charter and bring our review in line with the other board committee charters.

Edits include:

- Updating the format to be in line with other board charters; using and inserting common terms, or standard language, and organizing key points following a standard format.
- Revising staff support to represent the current staffing.
- Amending how often the committee hosts in-person forums, based on current practice.
- Removing the “first steps” section since those are now complete; which constitutes the most substantive change in the document.
- Adding an Addendum which outlines the specific people who are on the committee and who fill the staff roles represented in the charter for the FY24 fiscal year.

Making these changes will make the Charter current and accurate to the role of the Committee.



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**BOISE STATE UNIVERSITY FOUNDATION, INC.  
CAMPAIGN COMMITTEE CHARTER**

Effective Date: ~~August 7, 2021~~October 24, 2023

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**PURPOSE:**

The Campaign Committee shall provide volunteer leadership for University fundraising efforts in a variety of forms.

The four primary goals of this committee are:

- Education related to philanthropy, campaign planning, and its impact at Boise State.
- Activation of a robust network of volunteers committed to supporting fundraising efforts across the University.
- Coordination of volunteer activity for maximum results.
- Motivation of volunteers, campus leaders, and development professionals.

**COMPOSITION:**

The Board shall appoint a Campaign Committee comprised of at least five (5) Directors, including the Committee Chair, as mandated by the Bylaws.

~~The Campaign Committee shall be composed of not fewer than five (5) voting directors.~~ Members should have an interest in the areas of development, marketing and communications, and be willing to partner closely with areas of affinity across campus while remaining an advocate for the University as a whole.

The Committee shall also include in its meetings, or portions thereof, other campus development volunteers as appropriate, such as volunteers from the Bronco Athletic Association, Alumni Association, Boise State Business Partnership Hub, and college advisory boards for the purposes of growing a culture of philanthropy and volunteer engagement.

**MEETINGS:**

Committee meetings shall be held quarterly and more often as needed.

Quarterly business meetings of the committee will be held in person or video conference. Typical agenda items may include a review of quarterly productivity reports, a review of pertinent Foundation policies, a discussion of campaign progress and planning, or various recommendations to the Executive Committee.

Annual in-person forums will be held in conjunction with the broader Campaign Leadership Council volunteers, and others, with a focus on the four above-stated goals. Typical agenda items may include education related to topics such as planned giving trends, Boise State alumni analytics or upcoming fundraising priorities; activation exercises that connect volunteers to each other and foster stronger partnerships with campus leaders and development professionals; review of current activity to achieve coordination and identify areas of collaboration; and, the celebration of successes and of the future to maintain a motivated team committed to Boise State.

## ROLES & RESPONSIBILITIES COMMITTEE OBJECTIVES:

The Campaign Committee shall be responsible for providing strategic direction and leadership on fundraising activities of the Foundation, in support of the University. In conjunction with the Board as a whole, the Committee shall work to increase the engagement of all university constituencies in ways that meaningfully lead toward private gift support.

The Committee shall act in accordance with general policy and under the instruction of the Foundation Board of Directors and Vice President for Advancement to:

- Serve as advocate for the Foundation’s mission and fundraising efforts on behalf of the University.
- Open personal and professional networks to support the fundraising objectives of the University.
- Participate in peer screenings.
- Steward key donors as requested.
- Serve as advisors for key fundraising initiatives and comprehensive campaign planning and execution.
- If appropriate, provide local and regional volunteer leadership related to University fundraising efforts and potentially host donor cultivation and stewardship events.
- Make recommendations to the Executive Committee related to policies or actions designed to assist in fundraising initiatives, campaign planning and execution, and budget.
- Periodically review assessments of fundraising initiatives and ensure their alignment with the University’s Strategic Plan.
- Provide ongoing educational opportunities for the Foundation and other volunteer groups related to fundraising initiatives and issues related to philanthropy.
- Assist the University in long-term fundraising planning, such as future campaign feasibility assessments and goal setting.

## CAMPAIGN COMMITTEE IMPLEMENTATION

### MEMBERSHIP

~~Current Board roster to be reviewed and Committee Chair and Vice-Chair identified. All Board Directors are invited to participate in Committee meetings.~~

### PURPOSE

~~The four primary goals of this committee are:~~

- ~~Education~~ related to philanthropy, campaign planning, and its impact at Boise State.
- ~~Activation~~ of a robust network of volunteers committed to supporting fundraising efforts across the University.
- ~~Coordination~~ of volunteer activity for maximum results.
- ~~Motivation~~ of volunteers, campus leaders, and development professionals.

### MEETINGS

Quarterly business meetings of the committee will be held in person or video conference. Typical agenda items may include a review of quarterly productivity reports, a review of pertinent Foundation policies, a discussion of campaign progress and planning, or various recommendations to the Executive Committee.

Twice yearly—in May and November—in person forums will be held in conjunction with the broader Campaign Leadership Council volunteers, and others, with a focus on the four above-stated goals. Typical agenda items may include education related to topics such as planned giving trends, Boise State alumni analytics or upcoming fundraising priorities; activation exercises that connect volunteers to each other and foster stronger partnerships with campus leaders and development professionals; review of current activity to achieve coordination and identify areas of collaboration; and, the celebration of successes and of the future to maintain a motivated team committed to Boise State.

### **FIRST STEPS**

- ~~Develop Committee Charter and gain approval of the Executive Committee.~~
- ~~Identify a Committee Chair, Vice Chair, and a minimum of three additional committee members.~~
- ~~Schedule committee business meetings to review the charter, meeting structure and dates, and the Committee Chair's vision for the work of the Committee.~~
- ~~Discuss engagement with each Board member and gauge interest in joining the committee; including, attending or hosting events, making thank you calls/sending thank you letters, identifying potential donors, or accompanying campus leaders or development professionals at various meetings.~~

### **STAFF: SUPPORT**

- Vice President for University Advancement
- Senior Association Vice President of Development
- Associate Vice President of Advancement Services
- Associate Vice President for Alumni and Constituent Engagement
- Director of Campaign Operations
- Executive Director of the Foundation
- Director for Foundation and Board Operations

## **ADDENDUM**

### **BOISE STATE UNIVERSITY FOUNDATION, INC. CAMPAIGN COMMITTEE CHARTER**

This Addendum is a supplement to the Campaign Committee Charter to outline the current (for FY24) members and support staff by name, and role.

#### **CURRENT COMMITTEE MEMBER COMPOSITION:**

- Randy Hales, Committee Chair
- Emily Baker, member
- Allen Dykmann
- Zack Higgins, member
- Cheryl Larabee, member
- Royanne Minskoff, member and Volunteer Summit Co-lead.
- Ryan Relyea, member
- Rick Stacey, member
- Glen Walker, member

#### **SUPPORT STAFF:**

- Matthew Ewing, Vice President for University Advancement
- Argia Beristain, Senior Association Vice President of Development
- Joseph Boeke, Associate Vice President of Advancement Services
- David Johnston, Associate Vice President for Alumni and Constituent Engagement
- Sierra Buttars, Director of Campaign Operations
- Paul Powell, Executive Director of the Foundation
- Alison Bilgic, Director for Foundation and Board Operations