

1. PURPOSE

AUP is committed to creating fundraising opportunities that support the University's mission and strategic ambitions. This policy articulates AUP guidelines and policies related to the solicitation and acceptance of charitable gifts by The American University of Paris and The American University of Paris Foundation.

2. WHO IS AFFECTED BY THIS POLICY

This policy affects students, faculty and staff, as well as donors to The American University of Paris and to The American University of Paris Foundation. It also affects board members of both The American University of Paris and The American University of Paris Foundation, as well as other volunteers who seek philanthropic support for AUP.

3. LEGAL CONTEXT OR REGULATORY BODY

The American University of Paris, Inc., is a Delaware nonprofit corporation that qualifies as a tax-exempt organization under US Internal Revenue Code Section 501(c)(3), which is eligible to receive charitable contributions that are deductible for US income tax purposes (Tax Identification Number 98-0013023). US dollar gifts are tax deductible to the extent allowed by law. The American University of Paris, Inc. is also an *association 1901 étrangère déclarée en France* (SIRET 784 308 272 00037 – Code APE 8542 Z), and contributions are tax-deductible in France according to the tax laws of the country.

The American University of Paris Foundation, is a New York nonprofit corporation that qualifies as a tax-exempt organization under US Internal Revenue Code Section 501(c)(3), which is eligible to receive charitable contributions that are deductible for US income tax purposes. Tax Identification Number 13-3276905. US dollar gifts are tax deductible to the extent allowed by law.

As a registered charitable organization and *association à but non-lucratif*, AUP issues French and US gift receipts for all contributions.

The legal definition of a charitable contribution is a contribution that is donative in intent, given voluntarily and without expectation of consideration for which in general no contractual or grant requirements are imposed. Gifts are normally awarded irrevocably. There are two general types of gifts: restricted and unrestricted. Restricted gifts are to be used for a specific purpose as agreed by the donor and the University. Unrestricted gifts can be used at the discretion of University leadership to support the University's mission.

4. POLICY STATEMENT

This policy governs the acceptance and the administration of gifts to The American University of Paris Inc. as well as to The American University of Paris Foundation (USA & France).

4.1 Fundraising approvals

All planned fundraising activity soliciting gifts for The American University of Paris must be approved in advance by the Director of Outreach and Advancement. In the event that advance approval is impractical (i.e. due to an unexpected and time-critical opportunity with a prospective donor) the Director of the Office of Outreach and Advancement should be informed as soon as possible.

4.2 Gift Types

The American University of Paris accepts cash gifts by check, credit card, and wire transfer, or online via the Network for Good.

- A) Credit Cards: The American University of Paris accepts VISA, MasterCard, and American Express.
- B) Wire Transfers: Donors should provide wiring details (donor name and contact information, date and amount of transfer, along with issuing bank) and gift instructions to the University. The Office of Outreach and Advancement will coordinate receipt with the University's Finance Department in order to track and properly credit the gift.
- C) On-line giving: On-line gifts may be made via the [AUP website](#) on which donors will learn more and be directed to the Network for Good. Alternatively, donors may give directly through the [Network for Good](#).

The American University of Paris Foundation accepts gifts of cash in US dollars or marketable securities. Gifts to The American University of Paris Foundation may be made for direct support of the University or to the AUP Endowment, which is managed by the Foundation.

Transnational Giving Europe Program (TGE): EU donors are able to support AUP via the Transnational Giving Program (TGE). The TGE network enables donors residing in one of the participating countries (both corporations and individuals) to financially support non-profit organizations in other member countries, while benefiting directly from the tax advantages provided for in the legislation of their country of residence.

Planned Gifts: A planned or deferred gift is a donation to the University to be completed by bequest or life income arrangement. Planned gifts require a written and authorized signed agreement of Planned Gift form to be filed at the office of Outreach and Advancement.

Gift-in-Kind are gifts of non-marketable assets that are either to be kept and retained for use by The American University of Paris, or to be used in fundraising or for incentives.

- A) Gifts-in-Kind to be kept and retained by the University are recorded at their fair market value as determined by an appraiser or under certain circumstances by an appropriate department official. The University requires physical possession of the Gift-in-Kind to effect the asset transfer. The date of gift is the date the deed is signed and the date irrevocable possession of the item is accomplished.
- B) Gifts-in-Kind for use of fundraising or incentives are also valued as of the date the gift is irrevocably transferred to the University, regardless of the ultimate funds raised as a result of the gift.

Matching Gifts are donations received from a donor's employer based on the donor's gift. For receipt and tax purposes, matching gifts are credited to the corporation or foundation making the match. AUP provides "soft credit" for public gift recognition purposes (see below).

4.3 Gift Acceptance

The American University of Paris will not accept gifts that: are restrictive or inconsistent with the University's mission and priorities; compromise the University's integrity, autonomy or academic freedom; cause the University to breach any applicable policy or law; cause the University excessive expenditure and/or commitment to maintain, administer or comply with the gift and its intended use; may result in reputational risk to the University; are not made in the true spirit of benefaction; are likely to result in a material benefit or advantage being received by the donor and/or their immediate family.

Gifts are normally irrevocable and will not be refunded to the donor.

Gifts may only be accepted or refused by the AUP Board of Trustees, AUP President and staff of the Office of Outreach and Advancement. Potential gifts outside the articulated funding priorities of the University must be reviewed and approved by the Director of Outreach and Advancement before they are accepted. .

All proposed gifts of 1,000,000 (Euros or US Dollars) or more should be reviewed by the AUP President prior to acceptance.

4.4 Gift Recognition

Donors to AUP may be recognized for direct support ("hard" credit) or indirect support they bring to the University such as matching gifts ("soft" credit).

Hard credit is given to the donor of record and is also known as "primary" credit. The donor receives a receipt and is eligible to claim a tax deduction for the gift (to the extent allowed by law). Typically, the legal donor is the individual or entity that issues the check, holds the credit card, or has legal title to the asset (security, real property, etc.).

Soft credit (associated) assigns gift credit beyond the donor of record and is also known as "associated" credit. Soft credits are used by institutions for recognition purposes and also to track relationships which may be important for fundraisers. AUP applies soft credits of equal value to the hard credit for the following:

- A) Spouses: when one spouse gives a gift and the other spouse has a record in the donor database, the other spouse will be given a soft credit.
- B) Grants from Community Foundations, Private or Family Foundations or Trusts, or Donor-Advised Funds: soft credit will be given to the recommending individual. Such grants may not be used to fulfill a pledge made by an individual.
- C) Corporate Principals: a "Principal" (or "Key" employee) of a corporation may play a critical role in helping The American University of Paris secure a gift from that corporation. In appreciation, the University may recognize the role the individual played with soft credit for the gift. Decisions on soft credit will be made by the Director of Outreach and Advancement.

D) Corporate Matching Gifts: the employee whose gift is matched will receive soft credit for matching gifts.

Anonymous Gifts: Any donor may request that his/her gift remain anonymous. Requests for donor anonymity should be made in writing at the time of the donation, with clear articulation of how the gift will be recorded for internal purposes.

4.5 Donor Privacy

All information concerning donors or prospective donors, including their names, the names of their beneficiaries, the exact amount of the gift, size of the estate, or any other information for which there is a reasonable expectation of privacy and/or confidentiality is kept strictly confidential by the Office of Outreach and Advancement, unless written permission is obtained from the donor to release such information.

Completion of the donation remittance envelope or mention of name on any correspondence accompanying the donation is deemed written permission to be included in published lists of donors. AUP will respect the requests of donors who wish to remain anonymous and not be included in published lists of donors.

Only the AUP Board of Trustees and authorized staff members of the Office of the President and the Office of Outreach and Advancement are permitted to view donor files.

Donors are welcome to request and to receive a complete copy of their records.

4.6 Gift Administration and Management

The American University of Paris and The American University of Paris Foundation accept gifts in support of The American University of Paris' strategic purposes and objectives, and manages gifts to the University's best advantage. Where a specific designation has been made by the donor and approved by the University, AUP will make every effort to administer the gift according to trust conditions and donor preferences. Where donor preferences are inconsistent with the objectives of the University, the University will endeavor to consult with the donor and use the gift for a purpose as closely aligned as possible to the donor's intent. If for any reason doing so is impossible, the AUP Board of Trustees will have the authority to designate the use of the gift to a purpose beneficial to the University and most closely aligned to the donor's wishes.

Decisions relating to gift administration and management will be made by the delegate responsible for accepting the gift with the approval of the Director of Outreach and Advancement.

5. RESPONSIBILITIES

The **Office of Outreach and Advancement** is the authority delegated to accept, record and receive all philanthropic contributions to the University. The office is also responsible for the integrity of gift data recorded and stored in its database for the purpose of donor, departmental and institutional reporting. The Office of Outreach and Advancement will:

- A) Establish best practices for philanthropic activities across The American University of Paris and The American University of Paris Foundation;
- B) Solicit donations through a comprehensive portfolio of philanthropic campaigns;
- C) Develop and implement all fundraising activities that solicit gifts for The American University of Paris;
- D) Maintain personal information on alumni, donors and friends of AUP through use of a secure database;
- E) Coordinate negotiation and acceptance of donations;
- F) Process, receive, administer and reconcile all philanthropic gifts to The American University of Paris and The American University of Paris Foundation with the assistance of the University Office of Finance & Administration;
- G) Create and maintain relationships with donors and prospective donors;
- H) Oversee the management and administration of gifts across the University;
- I) Collaborate with faculty and staff in the development of gift proposals and implementation of gifts to ensure the best outcomes for the University;

6. DEFINITIONS

A **Gift** is an outright contribution, made on a one-time basis and not in fulfillment of an existing pledge.

A **Pledge** is a written promise to contribute a specified sum of money upon an agreed schedule. Pledges are generally considered to be ethically binding on the donor. In order to protect and document the interests of both the donor and the University, each pledge requires a signed gift agreement specifying the amount and purpose of the commitment, with a specific payment schedule for the completion of the pledge. Verbal commitments will not serve as appropriate documentation for pledges. Pledge reminders will be issued according to the payment plan.

Securities: AUP accepts contributions of US equities (stocks, bonds, mutual funds, etc.) via the AUP Foundation. Gifts are valued based on the average of the high and low for the date the securities are irrevocably removed from the possession of the donor. For electronic transfer, this is the date the securities enter the AUP Foundation account (not the date a transfer is ordered by the donor or donor's broker).

A **Bequest** is a donation given through an individual's will (e.g., personal property, cash, insurance policies, non-monetary items).

Life Income Gifts, including charitable remainder trusts and annuities, offer donors options for retaining income for a period of years or life in exchange for an irrevocable gift to the University. Life income and other Planned Gifts may offer attractive estate planning strategies for donors.

7. APPROVALS & HISTORY

March 2018: Reviewed by the Office of Outreach and Advancement

April 16, 2018: Approved by Leadership Team

November 1, 2021: Next review

8. ISSUING OFFICE AND CONTACT

The American University of Paris

Office of Outreach and Advancement

Director of Outreach and Advancement

+ 33 (0)1 40 62 06 79