

Shaker Village Capital Campaign Gift and Pledge Acceptance Policies

The Shaker Village Capital Campaign is a fundraising effort of the United Society of Shakers, Sabbathday Lake, Inc. (United Society of Shakers), a charitable, non-profit organization located at 707 Shaker Road in New Gloucester, Maine. Contributions to the Shaker Village Capital Campaign are deductible to the extent of current tax laws.

The Shaker Village Capital Campaign has unique characteristics as a fundraising effort that includes: historic preservation of built and natural landscapes, cultural programming, the rehabilitation of structures, and new construction. The Shaker Village Capital Campaign makes it possible to fund a series of near-term capital projects. It is therefore necessary to maintain a set of gift and pledge policies specific to this effort, which may align with, or differ from, the Gift Acceptance Policies of the United Society of Shakers, Sabbathday Lake, Inc.

Donors are encouraged to support the most current capital project of the Shaker Village Capital Campaign. In order of priority, the fundraising of the Shaker Village Capital Campaign are:

1. Herb House
2. Outdoor Recreational Programs and Wildlife Preserve
3. Visitors' House, public conveniences, and parking
4. Historic preservation of the Meeting House and Ministry's Shop
5. Farmers' Market and Farm-to-Table Café
6. Woodworking Shop and Makers' Space
7. Visible Collections Storage Facility

Exceptions to the fundraising priorities may be granted by the Gift Acceptance Committee. The Gift Acceptance Committee may agree to advance the priority, timeline, and completion of a specific project from any donor(s) wishing to make a significant contribution totaling more than 75% of the cost of that project.

(Please note: Contributions to endowment funds for the United Society of Shakers are encouraged but are not part of the fundraising efforts of the Shaker Village Capital Campaign. Endowment fundraising is regular organizational function of the United Society of Shakers and is managed according to its standard Gift Acceptance Policies.)

Underlying Assumptions of Gifts to the Shaker Village Capital Campaign:

- A gift is consistent with the organization's mission and will substantially benefit the capital projects identified within the Shaker Village Capital Campaign plan.
- A gift is complete, voluntary, and unconditional with no substantial benefit transferred to the donor in exchange for the gift.

- A donor-designated gift to a specific project will be complete within the fundraising timeline for that project and prior to its completion. Donor-designated gifts to specific capital projects or programs are not refundable even if the project is not completed within the intended timeline or to the intended extent.
- A gift will be fully expended for construction, renovation, and related planning expenses for capital projects identified in the Shaker Village Capital Campaign plan.
- A gift to the Shaker Village Capital Campaign will be acknowledged with a Receipt of Donation expressing the total gift, payment schedule, specific intent and recognition information.
- A gift may be rejected if it is intended to grant the donor control or influence over the leadership, firms, and vendors that are used by Shaker Village.

In the case of a question as to whether a potential donation meets the criteria listed above, the Gift Acceptance Committee of the United Society of Shakers, Inc. will have final decision, and can reject any gift if it deems necessary to do so.

Preferred Outright Gifts

The Shaker Village Capital Campaign funds near-term capital projects.

Types of Preferred Outright Gifts include:

- Cash Gifts** include cash, checks, credit card payments, wire transfers, and online donations of any frequency and duration. (Processing charges are treated as expenses and do not reduce the credited gift amount.) Cash gifts are among the most preferred contributions for capital projects. Donor payments and pledges designated by the donor for a specific capital project must be paid in full prior to the completion of the capital project.
- Challenge Gifts and Matching Gifts** are acceptable and encouraged. Donors may wish to create a challenge gift, which is a pledge with the contingency that a pre-designated amount must be first raised by the United Society of Shakers before the pledge is fulfilled. Conversely, a donor may offer a matching gift, which is a pledge to match dollar for dollar all monies raised within a specific period of time, or toward a specific monetary goal, as an incentive or appeal to a broader donor base.
- Gifts from Employer Matching Programs** are credited to a donor's personal contribution. All donors are encouraged to consult with their employers about making a matching gift to the Shaker Village Capital Campaign.
- Stocks and Marketable Securities** are preferred gifts of the Shaker Village Capital Campaign and may offer certain tax advantages to their donors. Prior to transfer of

funds, the donor must notify the Director of the United Society of Shakers for transfer instructions to HM Payson, a leading Maine trust company and investment advisor. Upon receipt of a gift of donated securities, the Director, on behalf of the Board, will immediately authorize the sale of the securities, with proceeds placed into the campaign account. The gift amount will be calculated based on the average of the highest and lowest prices of the securities on the date the securities are recorded as received (highest and lowest prices are available at <http://finance.yahoo.com>).

- E. **Qualified Charitable Distributions.** A donor who is age 70 ½ or older can contribute up to \$100,000 from their IRA directly to the Shaker Village Capital Campaign and avoid paying income taxes on the distribution. It is limited to IRAs, and there are other exclusions and considerations as well.

IRS rules mandate that individuals age 70 ½ and older take Required Minimum Distributions (RMDs) from their IRA each year, regardless of whether the income is needed. These annual withdrawals are subject to ordinary income taxes. By making a charitable contribution from your IRA, a donor can satisfy their RMD amount without reporting additional income. One key benefit of the direct charitable contribution from an IRA is that the distribution counts towards the Required Minimum Distribution (RMD). Donors are urged to check with their financial advisors and accountants for the best strategy.

Challenge Grants

The United Society of Shakers has been awarded a number of challenge grants for capital projects. These grants are received only when the United Society of Shakers raises the required matching funds. This amount differs from each grant program. Contributions of acceptable gifts to the Shaker Village Capital Campaign Challenge Grants generally qualify as matching funds, increasing the power of the donor gift toward the completion of the capital project.

Federal agencies and private funds awarding challenge grants may require donors at and above a specific gift level to complete a brief certification form in order to release grant monies to the United Society of Shakers. Certification forms with instructions will be provided to the donor by the United Society of Shakers.

Special Contributions of Consideration

In addition to outright gifts of cash and equities, the Shaker Village Capital Campaign accepts other types of support including:

- A. **Pledges** are binding promises to contribute a specified amount at a specified time in the future, or on a specified schedule with multiple payments. They allow the donor to

maximize their giving potential within a budget and they provide the Shaker Village Capital Campaign with a forecast for the overall cash flow for a project. Pledges are expected to be fulfilled with contributions of cash (as defined above) or stock. The Shaker Village Capital Campaign is required by accounting standards to account for the full value of pledges at the time the pledge is made. All pledge commitments must be in writing with language that states: "This pledge is a legally binding agreement between (donor) and the United Society of Shakers, Inc." Any part of a pledge that is paid converts to a gift and all Gift Acceptance Policies apply.

Verbal pledges that are not immediately converted into writing by the donor are discouraged by the United Society of Shakers, cannot be counted toward the Shaker Village Capital Campaign or matching opportunities, and cannot ethically be used by the donor or the United Society of Shakers to influence other gifts.

- B. **Gifts of closely held securities** are subject to prior approval of the Gift Acceptance Committee, which may choose to seek an expert opinion on the value and marketability of the securities.
- C. **In-Kind Contributions** of tangible supplies and professional services that directly and measurably reduce the cost of the capital project (this includes real estate) will be accepted by the United Society of Shakers, Inc.
- D. **Estate Planning** commonly includes bequests, trusts, and gift annuities, in which the United Society of Shakers receives full or partial ownership, or is listed as a direct beneficiary. Since these giving arrangements often carry greater complexity than cash gifts or pledges, and can take years to realize, the Gift Acceptance Committee will determine if the gift is better suited for the goals of the near-term Shaker Village Capital Campaign or for the long-term benefit of United Society of Shakers, Inc.. The Gift Acceptance Committee encourages donors to make planned gifts as unrestricted gifts, which will be applied under the discretion of the Director of the United Society of Shakers toward expenses of the current capital project at the time that the gift is received. Planned gifts with donor-restricted purposes will not be accepted without prior agreement between the donor and the Gift Acceptance Committee.

Unacceptable Gifts

The Board of Directors will make the final decision about acceptance of any gifts that may be deemed to fall outside of established policy guidelines. The United Society of Shakers is not required to accept charitable gifts or contributions, particularly those which:

- Are designated with restrictions that fall significantly outside the organization's mission
- May cost the organization money, or provide a liability or potential penalty of any kind

- Have conditions that are not in the best interest of the United Society of Shakers, or the Shaker Village Capital Campaign, or that fall outside ethical boundaries
- Are not able to be liquidated into cash in a reasonable amount of time
- Provide the donor with opportunity for personal agenda, over reach, or influence upon Shaker Village and the United Society of Shakers, their leadership, or the project contractors and professionals that they employ

Gift Adjustment and Refund Policy

All outright gifts to the Shaker Village Capital Campaign are irrevocable and nonrefundable.

All funds collected toward a specific capital project will be expended in their entirety for the fullest-possible completion of the intended capital project. No balance will be retained within the organization for any purpose other than the completion of capital projects identified in the Shaker Village Capital Campaign Plan.

While a pledge is a legally binding obligation, the United Society of Shakers and the Gift Acceptance Committee understand that personal circumstances may change between the time that a pledge is made and the time that it is complete. A donor may negotiate a change of pledge with the Director of the United Society of Shakers, who will consult and notify the Gift Acceptance Committee before reaching a mutual agreement with the donor.

A donor may not redact or reduce a pledge without notifying the Director of the United Society of Shakers because the pledge has impacted the United Society of Shakers the construction timeline and binding contractual obligations to contractors.

A donor may not impose, adjust, restrict, or change designations after a pledge or gift has been received by the Shaker Village Capital Campaign without agreement of the Gift Acceptance Committee.

Payment Options and Instructions

Please note: Donor-designated gifts or donor-restricted gifts should be offered first to the Director of the United Society of Shakers for approval of the Gift Acceptance Committee.

The Director of the United Society of Shakers should be notified prior to making any gift above \$5,000.

Instructions for different types of payment options include:

- A. **Personal checks, business checks, and gifts by mail** may be sent to:

The United Society of Shakers, Inc.
SVCC
707 Shaker Road
New Gloucester, ME 04260

Payments should be accompanied by the donor's full contact information, including name(s), address, phone number, and email.

B. Secured online payments and recurring gifts can be made at:

<https://www.maineshakers.com/capital-campaign/ways-to-give/>

Processing fees are paid by the United Society of Shakers as expenses and do not reduce the amount of the donor's contribution.

C. Transfer of Stocks, IRA distributions, and other marketable securities

Please contact Michael Graham, the Director of the United Society of Shakers, for electronic routing instructions to HM Payson, the financial advisor for the United Society of Shakers.

Disclaimer

The Shaker Village Capital Campaign Gift and Pledge Policies are not meant as tax or legal advice. Tax laws are complex and subject to change. Please consult a professional tax advisor to determine how current tax law affects your situation.

Shaker Village Capital Campaign Gift and Pledge Acceptance Policies were enacted in 2022. These are regarded functional guidelines to support professional donor relations and maintain organizational mission. These policies are subject to change and modification by the Gift Acceptance Committee and the Board of Trustees of the United Society of Shakers.