**TSC Alliance**

**Campaign Counting Policy**

*Approved by TSC Alliance Board of Directors and Endowment Fund Board of Directors: March 5, 2020*

*Revisions approved October 8, 2021*

*Updates Approved by TSC Alliance Board of Directors and Endowment Fund Board of Directors: March 5, 2025*

The TSC Alliance Campaign Counting Policy details rules for the inclusion of a gift in Research Campaign/50 Forward Fund totals. The terms detailed within this document are in alignment with industry standards and should be considered in alignment with the TSC Alliance Gift Acceptance Policy.

**I. Campaign Counting Period**

The TSC Alliance Board of Directors voted on October 4, 2019, to proceed with a fundraising campaign in support of its Investment to Accelerate Research business plan. The campaign, known both as the Research Campaign and the 50 Forward Fund, counting period was originally set to begin concurrent with the start of the campaign’s Quiet Phase on January 1, 2020. An expected campaign close date of January 31, 2029, will be confirmed as campaign progress is assessed during the Public Phase.

**II. Gift and Pledge Cycle**

In order to fulfill their campaign goals, TSC Alliance will accept new gifts of cash and pledges, generally payable over five years. Pledges need not be fully satisfied over the official campaign counting period. A pledge received on the last day of the campaign will be counted in campaign totals, though pledge payments may extend into the following five years.

**III. Gifts Received Prior to Campaign Counting Period**

Gifts received prior to the official campaign counting period will be included in campaign totals under the following conditions:

1. The gift or pledge was in support of a funding initiative that is part of the Research Campaign and was dated on or after January 1, 2019.
	1. An exception to the above condition will be made with regard to two commitments closed in the final weeks of 2018. These commitments – the November 30, 2018, Gerry and Bill Cowlin Foundation commitment of $900,000 and the December 14, 2018, Wong Family Foundation commitment of $100,000 – were designated by the donors to support elements of the Research Business Plan, have been expended accordingly, and therefore are material to the accurate and complete accounting of commitments in support of campaign priorities.
2. The gift or pledge was not counted toward a previous campaign.

**IV. Gifts to Previous Campaigns**

Gifts made to a previous campaign will not count toward the current campaign. However, documented increases in the value of a planned gift previously counted at a lower level may count toward the current campaign.

**V. Valuation and Reporting Standards**

TSC Alliance will value donations for gift and campaign credit purposes in accordance with its internal procedures reflecting, in general, the reporting standards suggested by the Financial Accounting Standards Board (FASB). Such valuation and credit will be independent of the valuation and date of the gift as reported by the donor to the Internal Revenue Service, or the value placed on the gift by the Internal Revenue Service for federal income tax purposes. Such valuation may also differ from valuation for financial statement purposes as required by FASB.

**VI. Types of Campaign Gifts**

TSC Alliance will accept the following types of gifts in support of its campaign:

1. New gifts of cash
2. New documented pledge commitments
3. Gifts of securities
4. Gifts of real or other tangible personal property
5. Deferred or planned gift commitments

For detailed information on policies governing the acceptance of each of the above gift types, please refer to the TSC Alliance Gift Acceptance Policy.

**VII. Multi-Year Campaign Pledge Commitments**

Gift intent letters or pledge agreements must be provided in writing and signed by the donor for all multi-year pledge commitments. Conditional pledges, such as challenge gifts or gifts contingent upon moving forward with a certain project, may be counted in campaign totals provided documentation of the pledge is submitted in the form of a pledge agreement and there is reasonable expectation that the conditions under which the pledge was made will be met.

**VIII. Campaign Pledge Cycle Extension**

TSC Alliance will consider extending the campaign pledge payment period beyond five years to maximize leadership gifts of $1,000,000 or more. With the approval of the Gift Committee (see Sections I‒II, TSC Alliance Gift Acceptance Policy), TSC Alliance may consider longer pledge payment schedules not to exceed seven years and will do so on a case-by-case basis and in conversation with donors.

**IX. Deferred Gift Commitments**

During the lifetime of the current campaign, TSC Alliance will count deferred gifts toward campaign totals provided they support Research Campaign priorities, the donor provides written documentation of his or her gift intention, and:

1. In the case of revocable planned gifts, the donor reaches 75 years of age or older during the period of the campaign.
2. In the case of irrevocable planned gifts to which TSC Alliance is a partial beneficiary, the donor reaches 75 years of age during the period of the campaign.

**X. Restricted Gifts**

Gifts and pledges made in support of specific campaign priorities are considered restricted gifts when made with written documentation of intent provided by the donor. Allocation of restricted gifts within the intended project is at the discretion of TSC Alliance unless otherwise specifically agreed to in writing with the donor.

**XI. Gift Reporting and Counting Guidelines**

TSC Alliance will count and, for donor recognition purposes, report campaign gifts in three categories: outright gifts and pledges, irrevocable deferred gift commitments, and revocable deferred gift commitments. Outright gifts and pledges will be counted at face value and further categorized by project designation, if any. Irrevocable and revocable deferred gifts will be counted at face value in separate categories, respectively, and designated as outlined in Section IX of this policy at such time as they may be realized.

**XII. Changes to the Campaign Counting Policy**

This policy shall be approved by the TSC Alliance Board of Directors. The Gift Committee will receive and review any proposed amendments to or deviations from this policy and forward them as appropriate for Board approval. The Gift Committee will conduct an annual review of this policy at the beginning of each calendar year during the lifetime of the current campaign.