



VCU

Policy on matching gifts

Policy Type: Local

Responsible Office: Office of Development and Alumni Relations

Initial Policy Approved: 05/2009

Revised Policy Approved: 12/2012

Policy Statement and Purpose

Gifts & Records Management manages all aspects of the university's matching gift program. Gifts & Records Management acts as the university's representative in ensuring compliance with all participating matching gift programs and in verifying donor contributions.

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Who Should Know this Policy?

All university employees engaged in activities related to development and alumni relations are responsible for knowing this policy and familiarizing themselves with its contents and provisions.

Definitions

Matching gift

A gift made by businesses in response to the voluntary contributions of employees or other eligible participants. When an eligible participant makes a gift to a qualifying organization, the transaction must be verified by a staff member from the qualifying organization.

Matching gift form

Company forms made available to a company's employees to make application to have his/her donation matched by the company's matching gift program.

Related Documents

There are no related documents.

Contacts

The Office of Development and Alumni Relations officially interprets this policy. The Office of Development and Alumni Relations is responsible for obtaining approval for any revisions as required by the policy Creating and

Maintaining Policies and Procedures through the appropriate governance structures. Please direct policy questions to the director of Gifts & Records or the AVP of Advancement Operations.

Procedures

1. **Development officers and units must ensure that all matching gift forms are forwarded to Gifts & Records Management for processing.**
2. **Matching gift forms and documentation**
 - a) Gifts & Records Management ensures that all applications for matching gifts are verified within prescribed program policies and that matching gift forms are forwarded to the appropriate company matching gift program office.
 - b) Upon verification of a qualified match, Gifts & Records Management records a match expectancy on the gift transaction in the Millennium database.
3. **Processing matching gifts**
 - a) All corporate matching gifts are processed by Gifts & Records Management.
 - b) The gift is recorded on the donor record of the entity making the match and is applied as a fulfillment of the match expectancy on the matched gift transaction.
 - c) Soft gift credit for the match transaction is given to the originating donor.
4. **Matching gift follow-up**
 - a) On an annual basis, Gifts & Records Management reviews outstanding match expectancies and asks the matching gift companies about the status of outstanding match expectancies.
 - b) Gifts & Records Management adjusts gift records as needed based on the results of the inquiries.

Forms

There are no forms associated with this policy.

Revision History

This policy supersedes the following BOV policy approved in May 2009:

- 9.2.12 Matching Gifts

FAQs

Q: Where should matching gift forms go for processing?

A: Matching gift forms should be delivered to Gifts & Records Management, 809 W. Broad St., or dropped in the Development and Alumni Relations drop box at the Shafer Street entrance to the Blanton House, 828 W. Franklin St.

Q: How can I determine if a donor works for a company with matching gift program?

A: The Ways to Give page on the VCU Foundation website provides a search link:

<http://www.matchinggifts.com/vcu/> or you can contact Gifts & Records Management for information.