



## Donor Recognition Policy Qhubeka Foundation

### DEFINITION

Donor recognition is the practice of providing recognition to donors for their gifts through formal and informal, personal and public expressions of appreciation.

### PURPOSE

The Directors of the Qhubeka recognise the importance of voluntary contributions to the Qhubeka. Donors have a right to receive appropriate acknowledgment and recognition for their gifts.

The purposes of this policy are:

1. To acknowledge receipt of all gifts
2. To express gratitude for support
3. To cultivate awareness of the Qhubeka's fundraising programs, and goals
4. To keep the Qhubeka's name and purpose in the minds of donors during, and between, fundraising events.
5. To recognise donors publicly;
6. To inform donors of the opportunities for giving and to build the case for future gifts;
7. To encourage prospects to become donors.

### WHO IS HONORED?

All individuals, corporations, service clubs, community organisations, and philanthropic foundations who make monetary gifts and/or gift in kind donations to Qhubeka. Included will be donations to campaigns, gifts-in-kind, direct mail requests, memorials, tributes, endowments, special events, planned giving and unsolicited gifts.



## **WHAT CONSTITUTES A DONATION?**

The following are deemed as recognisable gifts:

### Gifts of Cash

### Gifts-in-Kind

Acceptable donations will be valued at fair market value. Gifts-in-kind valued at R1 000 or more will be recognised.

### Pledges

Pledges are recognised for their annual payment only. The total pledge is recognised in the year that final payment is received.

## **RECOGNITION GUIDELINES**

The recognition system acknowledges all gifts to the Qhubeka dating from 2014.

All recognition is cumulative over the lifetime of the donor.

Recognition will be consistent and programs will be integrated in order to compliment each other.  
From time to recognition programs may be amended by Qhubeka

The Donor Recognition Policy shall contain a schedule marked "A" denoting the categories and programs currently in place for gifts.

From time to time special receptions may be held to recognise significant donors to the Qhubeka.



## **CONFIDENTIALITY**

The names of persons, companies, organisations or agencies donating to Qhubeka will be considered confidential until such time as they are published according to the Recognition guidelines.

The donor may request anonymity from public display of his/her name.

The terms of payment will be considered confidential at all times. Access to this information will be limited to Qhubeka staff and designated individuals.

## **ADMINISTRATION**

Gifts must always be acknowledged as promptly as possible.

Donors will be advised of the recognition program to which their level of giving places them and the associated benefits.

Implementation of this program is the responsibility of Qhubeka.



**Current categories for gifts are as follows:**

**Giving Level (Cumulative)**

up to R24,999

R25,000 – R99,999

R100,000 – R2,099,999

R 2,200,000 +

**Recognition**

Thank you email, tax receipt, copy of newsletter, plus name on wall of fame on qhubeka.org

all of the above plus personal phone contact from a member of the Board of Directors.

all of the above plus recognition certificate and acknowledgment in newsletter and in a blog post.

all of the above plus commemorative photo frame to be presented at appropriate time.