

Confidential Survey | Planned Giving Council of Central Texas
RESPONSES MUST BE RECEIVED NOT LATER THAN FRIDAY, JANUARY 27, 2017

Please rate the following statements on a scale from 1 (disagree) to 4 (agree):

Gift planners in my community are ethical.	1 2 3 4
The Model Standards for the Charitable Gift Planner (see reverse) are complete and up-to-date.	1 2 3 4
I have an adequate budget and/or sufficient resources to succeed on the job this year.	1 2 3 4
I am compensated well enough on the job.	1 2 3 4
Model standards are not enough; we need commentary, guidelines, and examples.	1 2 3 4
I know gift planners that do not always apply ethics in their work.	1 2 3 4
I always refer cases/donors when I reach the limit of my competence and ability.	1 2 3 4

The most recent ethical dilemma I faced on the job was [check one]:

- days ago weeks ago months ago years ago never

The frequency with which I face ethical dilemmas on the job is [check one]:

- daily weekly monthly annually never

Related to gift proposals, in the past two years I have observed (or used, if applicable):

Unrealistic investment assumptions	Yes	No
Charity drafting legal documents for donors or prospects	Yes	No
Incomplete descriptions of financial implications to the donor	Yes	No
Incomplete descriptions of financial implications to the charity	Yes	No

Related to gift planning, in the past two years I have observed:

Avoidance of state law requirements in securing a prospective donor's gift	Yes	No
Someone having inappropriate influence while serving as charity trustee	Yes	No
Charity accepting questionable gift plans	Yes	No
Charity accepting questionable gift property	Yes	No
Charity redirecting restricted gift proceeds to uses outside the agreed restriction	Yes	No
A professional adviser being over-protective of a client relationship	Yes	No
An adviser recommending a gift technique that is especially lucrative for that adviser	Yes	No
A finder's fee suggested or paid to someone related to a charitable gift referral	Yes	No
Commission-based fundraising in my community	Yes	No
My own management/colleagues failing to enforce ethical standards	Yes	No
Another organization/company in my community failing to enforce ethical standards	Yes	No

I have ___ have not ___ changed employment due to a disagreement over ethical standards.

Please scan and email to tcullinan@ceplan.com
or mail to Tom Cullinan, 15037 S. Padre Island Drive PMB#150, Corpus Christi, TX 78418

<p>Survey results will be presented at the Feb. 6 meeting during the session, "Gift Planning Ethics: Right Here and Right Now"</p>
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Model Standards of Practice for the Charitable Gift Planner

Preamble

The purpose of this statement is to encourage responsible gift planning by urging the adoption of the following Standards of Practice by all individuals who work in the charitable gift planning process, gift planning officers, fundraising consultants, attorneys, accountants, financial planners, life insurance agents and other financial services professionals (collectively referred to hereafter as "Gift Planners"), and by the institutions that these persons represent.

This statement recognizes that the solicitation, planning and administration of a charitable gift is a complex process involving philanthropic, personal, financial, and tax considerations, and as such often involves professionals from various disciplines whose goals should include working together to structure a gift that achieves a fair and proper balance between the interests of the donor and the purposes of the charitable institution.

I Primacy of Philanthropic Motivation

The principal basis for making a charitable gift should be a desire on the part of the donor to support the work of charitable institutions.

II Explanation of Tax Implications

Congress has provided tax incentives for charitable giving, and the emphasis in this statement on philanthropic motivation in no way minimizes the necessity and appropriateness of a full and accurate explanation by the Gift Planner of those incentives and their implications.

III Full Disclosure

It is essential to the gift planning process that the role and relationships of all parties involved, including how and by whom each is compensated, be fully disclosed to the donor. A Gift Planner shall not act or purport to act as a representative of any charity without the express knowledge and approval of the charity, and shall not, while employed by the charity, act or purport to act as a representative of the donor, without the express consent of both the charity and the donor.

IV Compensation

Compensation paid to Gift Planners shall be reasonable and proportionate to the services provided. Payment of finder's fees, commissions or other fees by a donee organization to an independent Gift Planner as a condition for the delivery of a gift is never appropriate. Such payments lead to abusive practices and may violate certain state and federal regulations. Likewise, commission-based compensation for Gift Planners who are employed by a charitable institution is never appropriate.

V Competence and Professionalism

The Gift Planner should strive to achieve and maintain a high degree of competence in his or her chosen area, and shall advise donors only in areas in which he or she is professionally qualified. It is a hallmark of professionalism for Gift Planners that they realize when they have reached the limits of their knowledge and expertise, and as a result, should include other professionals in the process. Such relationships should be characterized by courtesy, tact and mutual respect.

VI Consultation with Independent Advisors

A Gift Planner acting on behalf of a charity shall in all cases strongly encourage the donor to discuss the proposed gift with competent independent legal and tax advisors of the donor's choice.

VII Consultation with Charities

Although Gift Planners frequently and properly counsel donors concerning specific charitable gifts without the prior knowledge or approval of the donee organization, the Gift Planners, in order to insure that the gift will accomplish the donor's objectives, should encourage the donor, early in the gift planning process, to discuss the proposed gift with the charity to whom the gift is to be made. In cases where the donor desires anonymity, the Gift Planners shall endeavor, on behalf of the undisclosed donor, to obtain the charity's input in the gift planning process.

VIII Description and Representation of Gift

The Gift Planner shall make every effort to assure that the donor receives a full description and an accurate representation of all aspects of any proposed charitable gift plan. The consequences for the charity, the donor and, where applicable, the donor's family, should be apparent, and the assumptions underlying any financial illustrations should be realistic.

IX Full Compliance

A Gift Planner shall fully comply with and shall encourage other parties in the gift planning process to fully comply with both the letter and spirit of all applicable federal and state laws and regulations.

X Public Trust

Gift Planners shall, in all dealings with donors, institutions and other professionals, act with fairness, honesty, integrity and openness. Except for compensation received for services, the terms of which have been disclosed to the donor, they shall have no vested interest that could result in personal gain.