



**Stock Donations: Acknowledgement Process
(Updated May 3, 2023)**

Purpose: This memo was developed for the Office of Mission Advancement to document the process for acknowledging stock donations processed through the Gift Processing Department.

Process:

As soon as the stock donation is received, the Gift Processing (GP) department records the following information from the bank valuation statement in Raisers Edge:

- Date of receipt
- Stock Ticker
- Number of Shares Contributed
- Value of Stock on date received*
- Average Selling Price*
- Actual Selling Price*
- Date of Sale
- Value of Stock on the date sold*
- Any administrative or selling fees*

**Value of Stock on date received* = The Average Selling Price times the number of shares.
The *Average Selling Price* = the average of the high and low selling prices occurred on the date of receipt of the stock

**Actual Selling Price* = the per share sale price of the stock when sold. Although our policy is to sell the stock immediately, there may be a delay in selling.

**Value of Stock on date sold* = the (Actual Selling Price) times the (Number of Shares)

* *Administrative Fees* = broker fees charged to the organization for processing the transaction.

For Example:

On May 31, 2023, the Archdiocese received 100 shares of Apple stocks (ticker: AAPL).

Data Captured:

- Date of receipt: 3/31/2023
- Stock Ticker: AAPL (Apple Inc.)
- Number of Shares Contributed: 100



- Average Selling Price: \$163.46 per share
 - Closing Prices on 3/31/2023 (High: \$165 Low: \$161.91)
- Value of Stock on date received: \$16,345.50
- Actual Selling Price: \$163 per share
- Date of Sale: 3/31/23
- Value of Stock on date sold: \$16,300
- Fees: As assessed by Bank

Note: *If the stock is not sold on the date received, the Actual Selling Price and Value of Stock on date sold equals \$0 until the stock is sold. The Date of Sale is blank until the stock is sold.*

Acknowledging the Stock Gift

Once the donation of stock is received, a thank you and acknowledgment letter should be sent to the donor. The best practice is to do this upon receipt of the gift, but it is acceptable to do so within 30 days based on the volume of gifts received and no later than January 31st of the year following the year of donation.

The letter should acknowledge the name of the organization that received the contribution, gift of stock, including the ticker symbol, the number of shares, and the date the donation was received. **It should not, however, list the value of the stock since our organization is not in the business of assigning value to securities.**

In addition to the particulars of the donation, there should be a statement to the effect that **“no goods or services were provided by our organization in exchange for the donation,”** (or if we did, the value of anything exchanged).

Who Makes the Acknowledgement to the Donor?

What Additional Information is Provided to the Parish?

- 1) **Donation to Roman Catholic Archdiocese of Atlanta-** If the donation is 100% for the Archdiocese, such as the Archbishop’s Annual Appeal, the following processes should be followed:
 - a. **The Archdiocese is responsible for sending the official acknowledgement letter to the donor.**



- b. If the donor's intent is to apply the stock contribution to a parish's Annual Appeal goal, OMA should provide the parish the valuation statement so they are informed of the following information AFTER the stock is sold:
 - i. Name of donor
 - ii. Date stock was received
 - iii. Stock Ticker
 - iv. Number of shares contributed
 - v. Value of Stock on date sold
 - vi. Administrative Fees (*if applicable)
 - c. The parish should thank the donor but **SHOULD NOT** send an official acknowledgement letter for the donation since the donor's intent was that the recipient of the funds is Annual Appeal, which has a separate EIN than the parish.
 - d. The Value of Stock on the date received should be added to the parish's Annual Appeal goal if the donation is for the AAA.
- 2) **Donation to Separate Archdiocese Entity** - If 100% of the stock donation is intended for a parish, mission, campus center, school, etc...., the following processes should be followed:
- a. The parish should be notified of the contribution by Gift Processing, and **AFTER** the stock is sold should receive the stock valuation statement, which includes the following information:
 - i. Name of the donor
 - ii. Date stock was received
 - iii. Stock Ticker
 - iv. Number of Shares contributed
 - v. Value of Stock on the date sold
 - vi. Administrative Fees (*if applicable)
 - b. **The Parish is responsible for sending the official acknowledgement letter to the donor.**
 - c. The Parish should thank the donor.
- 3) **Split Contributions** - If the donation is split several ways between the Archdiocese/AAA and another Archdiocesan entity (parish, mission, campus center, school, etc....), **each entity that receives a contribution** should acknowledge the amount received as noted above.



- a. **The Archdiocese is responsible for sending the official acknowledgement letter to the donor for the amount contributed directly to the Archdiocese. The letter may contain the breakdown of percentages of how the donor wishes the gift to be split between selected entities, but should not acknowledge the amount contributed to the other entity.**
- b. The Archdiocese should inform the other entity of its share of the donation that is going to be remitted to them and provide the valuation statement to them.
- c. **The Parish is responsible for sending the official acknowledgement letter to the donor for the amount contributed to the parish as noted above in 2) *Donation to Separate Archdiocese Entity* and thank the donor.**
- d. The Parish should receive its share of the value of the stock sold but not the value intended for the Archdiocese or the Annual Appeal.

Sample Split Contribution Donor Letter From Archdiocese:

Thank you for your stock contribution of 100 shares of Apple stock (ticker: AAPL) that was received on 3/31/23. Per your instructions, the contribution has been split four-ways (25% each) to the following:

- 25% - to St. Benedict Catholic Church
- 25% - to St. Benedict Catholic Church Women's Guild
- 25% - to Archbishop's Annual Appeal, St. Benedict Catholic Church goal 2023
- 25% - to the Archdiocese of Atlanta for its general needs

The archdiocese sold the stock on the same day the contribution was received, 3/31/23. Per donor intent, the Archdiocese Annual Appeal received 25 share of Apple stock (ticker: AAPL) and the Archdiocese of Atlanta general fund received 25 shares Apple stock (ticker: AAPL). St Benedict Catholic Church has been informed of the stock contribution and will acknowledge it in a separate letter with their EIN.

No goods or services were provided by our organization in exchange for the donation.

Sample Split Contribution Donor Letter From Other Archdiocese Entity

Thank you for your stock contribution of Apple stock (ticker: AAPL) that was received on 3/31/23. Per your instructions, the contribution has been split the four-ways (25% each) to the following:

THE ROMAN CATHOLIC
ARCHDIOCESE OF ATLANTA



- 25% - to St. Benedict Catholic Church
- 25% - to St. Benedict Catholic Church Women's Guild
- 25% - to Archbishop's Annual Appeal, St. Benedict Catholic Church goal 2023
- 25% - to the Archdiocese of Atlanta for its general needs

The stock was sold on the same day the contribution was received, 3/31/23. Per donor intent, St Benedict Catholic Church received 25 shares for use at pastor's discretion and an additional 25 shares for St. Benedict Catholic Church Women's Guild. Please note that the amounts shown do not reflect the portion of the stock contributed to the Archbishop's Annual Appeal.

No goods or services were provided by our organization in exchange for the donation.