

## **SunTrust Foundation Matching Gifts Program Effective January 2, 2015**

### **Welcome**

The SunTrust Foundation Matching Gifts Program was created to encourage teammates to increase their financial support of higher education, culture, historic preservation and the arts. Under the program, SunTrust Foundation matches gifts to qualifying organizations made by teammates on a dollar-for-dollar basis.

To request a matching gift apply online at [www.easymatch.com/SunTrustFoundation/](http://www.easymatch.com/SunTrustFoundation/)

### **Eligible Teammates**

All regular full-time teammates of SunTrust or its affiliates are eligible to apply for a matching gift.

### **Eligible Institutions and Organizations**

This program is restricted to educational institutions and cultural organizations that are non-profit and designated as 501(c) 3 tax-exempt by the Internal Revenue Service of the United States Treasury Department.

### **Eligible Educational Institutions**

- Private or independent secondary schools in the US or any territory thereof accredited by a nationally recognized accrediting agency; public schools and foundations supporting public schools are excluded.
- Private or tax-supported colleges, universities, graduate or professional schools in the U.S., or any territory thereof.
- Alumni or other funds, foundations, or associations, certified to transmit all contributions directly to a qualified institution, or to use contributions solely for that institution's benefit. (No athletics)
- Associations, funds or foundations that collect funds for eligible educational institutions, such as United Negro College Fund
- State-licensed special education schools for primary or secondary school children with physical or mental disabilities. Special education institutions must hold accreditation. State accreditation is acceptable.

### **Eligible Cultural Organizations**

Symphony orchestras, opera companies, dance companies, theaters, museums of art or history, science libraries, public television and radio stations, and historic preservation organizations are all considered eligible cultural organizations. The recipients of such gifts must be located in the state where SunTrust and affiliates maintain a corporate presence.

### **New – Eligible Organizations with Financial Education/Literacy Programs**

The SunTrust Foundation uses the Government Accountability (GAO) definition, which is: *“the ability to make informed judgments and to take effective actions regarding the current and future use and management of money. It includes the ability to understand financial choices, plan for the future, spend wisely, and manage the challenges associated with life events such as a job loss, saving for retirement, or paying for a child’s education.”* Programs, classes, initiatives of not-for-profit organizations which improve the NFP constituent’s knowledge of financial topics, but does not produce immediate outcomes that improve the actual status of their financial situation. Financial education should improve their ability to create outcomes and improve their FWB in the future.

### **New – Eligible Organizations Supporting Financial Well Being**

Actions, programs, initiatives conducted by not-for-profit grantees that result in outcomes for their NFP constituents that change, improve, enhance their financial well-being. It is not financial education, but financial education could lead to an FWB outcome.

Examples are: VITA (free income tax preparation to qualify NFP constituents to receive tax credits); Bank On (NFP constituents obtaining financial transactions at lower cost by establishing bank accounts); Credibility (financial counseling for debt reduction, foreclosure prevention); Operation HOPE (credit score improvement, Earned Income Tax Credit qualification, business start-up seminars). An FWB initiative is any activity/action that results in improvement of the FWB of the individuals being served.

### **Eligible Gifts**

Each personal gift by a teammate will be matched dollar-for-dollar by the SunTrust Foundation:

- Up to a maximum gift/gifts of \$2,500 in any calendar year.
- Minimum individual matching gift is \$50.

Each gift must be actually paid, not merely pledged, and may be made by cash, check or securities having a quotable market value at the time of payment. Securities will be valued at the last bid or published price on the date of the gift. Teammates may make unrestricted gifts for general purposes or may restrict purposes. SunTrust Foundation’s matching gift is to be used for the same purpose as that designated by the teammate.

- Gifts must be paid, not pledged
- Matching gifts funds are only available for pledges after the actual payments against those pledges are made
- Matching gifts may be requested for six months from the date the gift was given
- Teammates may give to as many qualified organizations as they wish
- Matching gift awards are made quarterly by the SunTrust Foundation

### **Ineligible Gifts**

- Annual dues
- Annual memberships equal to sum of services offered
- Gifts to individuals (including any elected official)
- Non-tax deductible gifts

- Gifts to alumni groups which are not distributed to affiliated, eligible educational institutions
- Gifts to alumni groups for non-scholastic programs such as athletics (including scholarships)
- Amounts payable as subscription fees for publications
- Insurance premium payments
- Payments to defray tuition, books or other student fees
- Loan repayments
- Bequests
- Payments for tickets to athletic or cultural events
- Gifts to public schools (K-12)
- Gifts to health care organizations, civic clubs, churches, veteran organizations, social service agencies and political organizations
- Payments to organizations not recognized as tax-exempt by the Internal Revenue Service
- Gifts to family foundations
- Gifts that result in an associate or a family member receiving a benefit (i.e. dinner, raffle, sporting event ticket, club dues or any other direct services)
- Contributions to organizations such as United Way (which receives SunTrust Foundation's substantial support in annual campaigns) or other federated drives

### **Administrative Conditions**

The SunTrust Foundation reserves the right to suspend, change, revoke or terminate the Matching Gifts Program at any time. The interpretation, application and administration shall be determined by the SunTrust Foundation and decisions are final.

### **Recognition of Matching Gifts**

The SunTrust Foundation expects that any recognition given to teammates for a SunTrust Foundation matching gift should be matched by equal recognition given to SunTrust Foundation.

For further information on the Matching Gifts Program, contact the matching gift coordinator at (804) 782-7907.

### **How to Request a Matching Gift**

- Make your gift to an eligible organization
- Log on to [www.easymatch.com/SunTrustFoundation/](http://www.easymatch.com/SunTrustFoundation/) to request a matching gift. Your Teammate ID is your User ID for this site. At the initial login, your password is your date of birth (00/00/0000). You will then be required to change your password which must be at least 8 characters in length. Remember this password for future use on the site.
- We will communicate with the receiving organization electronically to verify your gift and complete the match payment. You will receive e-mail notifications about the status of your gift.
- Any questions of eligibility will be determined by the SunTrust Foundation.
- Active teammates are required to use the online system. No paper forms will be accepted.