



Educational Matching Gift Program Guidelines

Purpose

To promote and encourage individual giving, the New York Life Foundation matches gifts made by eligible New York Life employees, agents and retirees to eligible elementary, secondary and higher educational institutions.

Eligible Donors

Any individual associated with New York Life Insurance Company or certain subsidiaries, who, at the time the gift is made is either a(n):

- Full-time or part-time employee (those working more than 20 hours a week) with one or more years of continuous service;
- Agent who:
 - has been under contract with the Company for a minimum of the prior 12 months, is proactive, and a current member of one of the Councils
- OR
- is a Life Member of the Councils;
- Retired employee.

Eligible Institutions

Public and private elementary and secondary schools and foundations receiving funds for the school or school district, and their P.T.A.s and P.T.O.s whose primary mission is in the direct support of schools. The private secondary schools must be fully accredited or have been awarded pre-accreditation.

Degree-granting four- or two-year private and public colleges and universities in the United States, including their professional or graduate schools that are fully accredited or have been awarded pre-accreditation by one of the six regional accrediting agencies

recognized by the U.S. Secretary of Education.

The American College.

Institutions must also be classified by the Internal Revenue Service as a tax-exempt public charity, contributions to which are deductible for federal income tax purposes.

Eligible Contributions

To be eligible for matching, a contribution must meet all of the following requirements:

- The contribution must be made from the personal assets of an eligible donor directly to the recipient institution. The contribution must be paid, not merely pledged, and in the form of cash, check or publicly traded stocks that are listed on one of the major exchanges. The value of the stocks will be determined by the closing price on the donor's date of gift.
- The gift must be a charitable contribution. If the donor, any member of the donor's family, or any individual designated by the donor, receives a benefit of more than nominal monetary value in return for or as a result of the contribution, and/or the Foundation's match, the contribution **does not** qualify as a charitable contribution under the terms of this Program. The check must be made payable to an eligible institution (not an alumni association, athletic or booster club, etc.), or in the case of public institutions, their tax-exempt foundations.

- Individual whole life insurance premium payments due during a calendar year on a New York Life policy that are paid by an eligible contribution under the New York Life Foundation Program if the sole owner and beneficiary or irrevocable beneficiary is an eligible institution as defined under this Program. The Foundation's matching gift will not be used to pay any portion of the premium. **An individual desiring to have his/her premium matched must obtain a special application from the New York Life Foundation.**

Ineligible Contributions

The following will not be matched:

- Payments for tuition, books or fees, or those made in lieu of other such student-related expenses.
- Deferred or pledged gifts.
- Bequests.
- The Foundation cannot match any part of a charitable contribution if its match is being used to relieve the donor of a financial obligation – i.e., if the donor anticipates the matching gift will account for a portion of the amount he or she has pledged. In other words, the Foundation's incremental increase (matching gift) cannot be part of the pledge, only an addition to it.
- Gifts of real or personal property (other than those indicated as eligible under this Program).
- Repayment of loans.
- Tickets for cultural, social or athletic events; or benefit luncheons or dinners.
- Gifts for the private benefit of specific individuals.
- Gifts made by non-employee spouses or children of eligible donors.

Please send all three pages to the recipient institution.

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- Gifts made by others, including personal or family foundations.
- Subscription fees for publications.
- Gifts made in lieu of personal tithes, pledges or other financial commitments to a church or other ineligible institutions.
- Dues or gifts to clubs, fraternities, sororities, classes or alumni groups.
- Gifts for non-scholastic programs such as athletics (including athletic scholarships or any programs limited exclusively to student athletes) or physical facilities used for such purposes.
- Gifts made to separately incorporated fund-raising entities such as booster clubs, alumni associations or foundations (the only exceptions being general-purpose foundations that exist at some publicly supported colleges and universities and foundations receiving funds for a school or school districts).
- Gifts to institutions that discriminate on the basis of age, citizenship, color, ethnicity, gender, marital status, physical or mental disability, political affiliation, race, religion, sexual preference or orientation, or veteran status.
- Gifts that in themselves or in combination with the Foundation's matching gift through which the donor will receive benefit of more than nominal monetary value, such as tickets to athletic events or options to purchase such tickets or charity sales or auctions.
- Gifts made with funds provided to the eligible donor by others for purposes of qualifying under this Program and similar gifts even though they produce ultimate financial benefit for the institution.
- Two individuals may not apply to match the same gift.

General Provisions

No single gift will be matched unless it is \$25 or more. Total contributions of an individual donor may be matched by the Foundation up to a maximum of \$3,000 per calendar year. Chairman's Council agents and senior executives may be matched up to \$5,000 per calendar year. For specific titles of senior executives see www.newyorklifefoundation.org/programs. The donor's limit is based on the date the form is received by the Educational Matching Gift Program.

The Foundation will match the first \$100 per donor per institution on a 2:1 basis in a calendar year (provided that the 2:1 match does not exceed the Foundation's maximum payout per individual). All other gifts will be matched on a 1:1 basis.

A maximum of \$50,000 per institution per calendar year will be matched.

The Foundation's match will be unrestricted and made directly to the recipient institution.

The matching gift application period (during which time completed applications must be received by the Foundation) runs from December 1 to November 30. The Foundation's match is made on a quarterly basis. Applications received between December 1 and December 31 will be matched in the first quarter of the following year.

Forms will be processed in the order received.

Completed forms must be received by the Foundation no later than six months from the date the gift was

made by the donor in order to be eligible for matching.

The donor will be notified in instances in which the gift was not approved, the application is incomplete or the information provided by the donor and institution is inconsistent.

Conditions

The Foundation reserves the right to suspend, amend, revoke or terminate this Program at any time. The interpretation, application and administration of all matters pertaining to the Program shall be determined by the Foundation and its decisions shall be final.

If a matching gift is at any time found to have been generated by an ineligible donor or contribution, the Foundation will expect the return of its gift.

The Foundation reserves the right to audit institutional records and documents pertaining to this Program and to request any supporting donor documentation it considers necessary.

If total gifts exceed the maximum amount allocated by the Foundation for this Program in any given year, the matching gifts made by the Foundation may be apportioned in such manner as its Board considers equitable.

Additional copies and information may be obtained by contacting our toll-free number (888) 695-4350; fax number: (609) 799-8019; Website: www.newyorklifefoundation.org/programs or E-mail address: nyl@easymatch.com.

Please send all three pages to the recipient institution.

Educational Matching Gift Program

New York Life Foundation, P.O. Box 8327, Princeton, NJ 08543-8327



Part A to be completed by Donor COMPLETE IN FULL AND SIGN PART A OF THIS APPLICATION AND SEND IT ALONG WITH YOUR GIFT TO THE RECIPIENT INSTITUTION. ONLY ORIGINAL FORMS WILL BE ACCEPTED. DO NOT SEND FACSIMILE COPIES. USE ONE FORM FOR EACH GIFT. **(PLEASE PRINT OR TYPE).**



Name (*first, middle initial, last*) Mr. Ms.

Employee Agent Retiree

Last 4 Digits of Social Security Number

Employment Date (*employees only*)

Council Status (*agents only*)

Mailing Address (Street, City, State, ZIP Code)

Daytime Phone

E-mail Address

Amount of Gift

Date of Gift

Have You Participated in the Educational Matching Gift Program Before? Yes No

Type of Gift

Cash/Check

Publicly Traded Stock (*indicate name of company*)

Stock Symbol

Number of Shares Gifted

Estimated Value Per Share

Recipient Institution

Specific Purpose or Activity (*if any*) Designated for Gift

Recipient Institution — City/State/ZIP Code

CERTIFICATION BY DONOR

I certify that this gift is my personal contribution and that it meets all of the conditions of this Program, including the stipulation that neither I nor any member of my family, nor any individual designated by me, has received or will accept a benefit of more than nominal monetary value in return for or as a result of this gift and/or its matching by the foundation.

Signature of Donor

Date

Part B to be completed by Institution COMPLETE IN FULL AND SIGN PART B OF THIS APPLICATION AND RETURN IT TO THE NEW YORK LIFE FOUNDATION AT THE ABOVE ADDRESS. **(PLEASE PRINT OR TYPE).**



CERTIFICATION BY RECIPIENT INSTITUTION

I certify that this gift was made by the individual named above and that this gift is not, in whole or in part, the gift of another individual or the sum of the gifts or other individuals, nor is this gift being made from a business account. I also certify that the Foundation's match will not be used to meet any portion of a pledged amount by this individual, that it was received by this institution on ____/____/____, and will be used for the maintenance with and support of this institution within the limitations of the Program's guidelines set forth on this form and that this institution has not provided and will not provide any benefit of more than nominal monetary value to the donor, or to any member of the donor's family, or to any individual designated by the donor in return for or as a result of this gift and/or its matching by the Foundation. I further certify that this institution meets the eligibility requirements as stated in the Program's guidelines and that it is a non-profit organization, which is tax-exempt under Section 501(c)(3) of the Internal Revenue Code or an agency of the local, state or federal government.

Name and Title of Certification Officer

Signature of Certification Officer (not a stamp)

Date

Name of Institution

Telephone Number of Certification Officer

Mailing Address — City/State/ZIP Code

Federal Tax ID Number (EIN)

Institution is Elementary Secondary Foundation for School or District College or University Public Private

Name of Regional Accrediting Agency

Gift was Not Restricted Restricted (*If so, a description must be provided.*)

\$ Gift Amount

Tax Deductible Gift Amount

Please send all three pages to the recipient institution.

Matching Gift Application