



Policy Number	10.4
Approval Body	PEC
Policy Officer	VP Finance + Admin
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10.3.1 UNIVERSITY FUNDRAISING PROCEDURES

ENABLING POLICY

10.3 University Fundraising

PROCEDURES

1. When any individual undertakes to initiate fundraising activities or events (internal or external) in the name of the University or any of its departments or affiliate agencies, a **Fundraising/ Donation Activity Form** will be obtained from, completed and returned to University Advancement.
2. University Advancement staff will meet with the initiating unit to discuss the ramifications of the activity for any other ongoing or planned project, and provide appropriate advice relative to institutional fundraising standards and expectations. The proposed activity should have the approval of the President or the appropriate Vice-President.
3. University Advancement will be responsible for acknowledging all donations from the private sector made to the University.
4. University Advancement has the responsibility of soliciting, receiving and recording gifts made to the University from business and industry, foundations and other private sectors. Bequests and gifts of property are also handled by University Advancement.
5. University Advancement maintains records of giving, files reports and submits legal documents to auditors.
6. Acceptance of Gifts:
 - (a) Decisions regarding acceptance of all gifts of a value up to \$10,000 are made by University Advancement, in consultation with the head of the area of the University which will benefit from the gift.
 - (b) Persons authorized on behalf of the University to accept gifts that are valued from \$10,000 to \$100,000 are: the President OR Vice President responsible AND the University Advancement Executive Director.
 - (c) The President must approve any gift of a value over \$50,000, and:
 - Any gift which, in the opinion of the Vice-President, or University Advancement Executive Director, exposes the University to an uncertain or potentially significant liability;

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- Any gift which, in the opinion of the Vice-President, or University Advancement Executive Director, is precedent setting or involves sensitive issues.
6. Receipt related issues will be dealt with according to procedures established by Revenue Canada. All donor correspondence should originate from University Advancement and in cases where this is not appropriate, copies should be forwarded to University Advancement for records purposes.
 7. A donor recognition program is a vital component of good donor stewardship and will stimulate and reinforce interest in the University, establish an incentive to increase contributions, and provide a vehicle to coordinate and standardize all forms of recognition. All donor recognition will be handled through University Advancement and, if necessary, in consultation with the head of the area that will benefit from the gift.
 8. A corporate sponsorship represents a contracted partnership between the University and a corporation, designed to benefit both parties. The partnership is usually marketing oriented and is focused on the organization or events. Sponsorship agreements are to be in writing and are to be considered donations to the University. The pursuit of sponsorships and the negotiation processes are to be approved by University Advancement.