

## A04.04.02 Fund Raising

<b>Effective Date:</b> September 14, 2004	<b>New:</b>
<b>Replaced:</b> May 14, 1998	<b>Revision:</b> X

### Policy Statement

Douglas College recognizes the need for philanthropic fundraising initiatives to support students and to diversify and increase the funding base of Douglas College. Philanthropic fundraising activities are the responsibility of the Douglas College Foundation. Individuals representing Douglas College are responsible to the College, and act under College authority, when engaged in fundraising activities. All donors will be treated in a consistent and appropriate manner in keeping with the college's high standards of community service and public confidence.

### Procedures/Rules Statements

1. The Foundation is responsible for soliciting, approving, coordinating and acknowledging all solicitations made on behalf of Douglas College for private support.
2. The Foundation is responsible for receiving, recording and receipting all donations or gifts of any charitable nature, including gifts-in-kind, corporate sponsorships and value added contributions.
3. When any division, department or centre plans to initiate any fundraising activities or events (internal or external), the Foundation must be consulted. The Executive Director of the Foundation is responsible for giving approval on requesting financial support from prospective donors. The Executive Director and designated staff of the Foundation will provide appropriate advice relative to institutional fundraising standards and expectations. Fundraising by divisions, departments or centers must have approval from the President or appropriate Vice-President/Dean before embarking on any fundraising activity.
4. All bequests, gifts of property, life insurance, appreciated securities or other gifts of a planned nature are handled by the Foundation.
5. The Foundation Board of Directors manages the assets of the Foundation, makes short and long term investments, and allocates funds to the College as they become available.
6. The Foundation office maintains records of giving, files reports and submits legal documents to the Ministry of Finance and Corporate Relations, and works with the Douglas College Finance Department to file reports to Revenue Canada.(Canada Customs and Revenue Agency).

7. Acceptance of Gifts:

Decisions regarding the acceptance of any gift of a value up to \$100,000 are made by the Executive Director of the Foundation. The Executive Director will consult with the appropriate Vice- President, Dean or Director if the gift has the potential to impact on budget or delivery of service.

Gifts of a value of over \$100,000 will be accepted by the Executive Director of the Foundation in consultation and approval by the President.

Any gift, which in the opinion of the Executive Director of the Foundation, may expose Douglas College to any uncertain or potential liability, or that does not further the mission of Douglas College must have the approval of the President.

8. Where activities require the use of a provincial lottery license number in the name of the College, the following conditions shall apply:

- a) all license applications must be processed through and issued in the name of the Douglas College Foundation;
- b) financial accounting of the activities shall be under the authority of the Douglas College Foundation and the Vice-President of Finance;
- c) thirty percent of the net proceeds of such activities shall be assigned as undesignated funds to the Douglas College Foundation. Exceptions to this requirement will be on a case-by-case basis, subject to approval of the Executive Director of the Foundation.

9. Receipt related issues will be dealt with according to procedures established by Revenue Canada and detailed in the Foundation Manual. All donor correspondence should originate from the Foundation office and in cases where this is not appropriate, copies should be forwarded to the Foundation Office for records purposes.

10. A donor recognition program is a vital component of good donor stewardship and will stimulate and reinforce interest in the college, establish an incentive to increase contributions, and provide a vehicle to coordinate and standardize all forms of recognition. College recognition of donors and contributions will follow the procedures outlined in the Foundation Manual.

11. A corporate sponsorship represents a contracted partnership between Douglas College, or the Douglas College Foundation and a business or corporation, designed to benefit both parties. The partnership is marketing-oriented and is focused on the organization, (ie., dispensing optician program, telecommunications services) or events such as Open House, or fundraising events. Sponsorship agreements are to be considered as donations to Douglas College, and pursuit of sponsorship and the negotiation processes should follow the guidelines specified in the Foundation Manual.