DOUGLAS COLLEGE

# FUNDRAISING AND SPONSORSHIP POLICY

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| **Policy Name:**<br>Fundraising and Sponsorship | **Responsible Owner:**<br>VP, Finance and Administrative Services and CFO | **Created:**<br>1986 Mar |
| **Policy Number:**<br>A18 | **Approval Body:**<br>Senior Management Team (SMT) | **Last Reviewed/Revised:**<br>2020 Dec |
| **Category:**<br>Administration | **Replaces:**<br>A04.04.02 Fund Raising | **Next Review:**<br>2026 May |

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## A. PURPOSE

This policy communicates the role that the Douglas College Foundation (the Foundation) plays in Fundraising and Sponsorship, and provides guidance to all members of the College Community on when the Foundation must be involved in Fundraising and Sponsorship activities.

## B. SCOPE

This policy applies to all members of the College Community, including any person or organization inside or outside of Douglas College (the College) involved in the planning, coordination and/or solicitation of funds in support of the College's students.

**Limitation of Scope:** The College and Foundation work collaboratively to fulfill the College's funding priorities while recognizing that the Foundation is a legal entity separate and distinct from the College and operating independently as a non-profit society under the British Columbia *Societies Act.*

## C. DEFINITIONS

**College Community:** All College employees, students, Board members, contractors and any other person who is contractually obligated to comply with this policy.

**Fundraising:** Activities that seek to generate financial support for a charity, cause or other initiative.

**Gifts:** Voluntary transfers of eligible property. (Note: Gifts of property may qualify for charitable tax receipts, subject to applicable Canada Revenue Agency guidelines; however, donations of services (donated time, skills, efforts) provided to a charity are not property and therefore do not qualify as Gifts for the purposes of issuing official charitable donation receipts.)

**Sponsorship(s)**: Cash or in-kind fees paid in return for access to the commercial potential associated with an organization and/or event and undertaken for the purpose of achieving commercial objectives; Sponsorships are not eligible for charitable donation receipts.

## D. POLICY STATEMENTS

1. The Foundation has the authority to accept Gifts on behalf of the College in support of student awards and/or programs.

2. The Foundation is responsible for the administration and coordination of all Fundraising activities benefiting the College or the College's students, whether held on or off campus, including but not limited to the following:

    - Annual, capital and appeal campaigns;
    - Annual, major and planned Gifts;
    - Corporate partnerships and/or Sponsorships; and
    - Other Fundraising and/or Sponsorship events held for the benefit of the College's programs or its students.

3. The Foundation works in collaboration with the College to write grant applications to community and family charitable foundations in support of agreed initiatives.

4. The Foundation takes the leadership role in stewarding and maintaining relationships between the College and its donors.

**ROLES AND RESPONSIBILITIES**

The nature and extent of involvement the Foundation will have with a range of Fundraising activities vary considerably. When undertaking any Fundraising activities, members of the College Community must comply with all requirements regarding the Foundation's consultative and coordination roles.

Specifically, the Foundation has the following roles and responsibilities:

- To ensure that all Fundraising activities are compliant with existing contractual obligations, such as those with onsite vendors;
- To confirm that the activity is an appropriate Fundraising activity of benefit to Douglas College students;
- To ensure that funds raised are used for the stated purpose;
- Where required, to apply for and receive provincial lottery licenses or gaming licenses in the name of the College (e.g., for 50/50 tickets, prize draws, raffles or games of chance);
- To issue charitable donation receipts or business receipts according to procedures established by Canada Revenue Agency; and
- To maintain records of giving, to file reports and to submit legal documents to the BC Societies Registry, Ministry of Finance and Corporate Relations, and Canada Revenue Agency, as appropriate.

It is the responsibility of College faculty members, in consultation with their Responsible Administrator, to ensure that any student-led program-related Fundraising is undertaken in full compliance with this policy, following appropriate *Standard Operating Procedures* (see list below).

## E. PROCEDURES

Standard Operating Procedures (for internal users only)

- *Booking the DC Concourse/Atrium*
- *Fundraising on Campus*
- *Gaming Activities*
- *Gift Card Donations (for DC Foundation Office)*
- *Receipting Donations (for DC Foundation Office)*

## F. SUPPORTING FORMS, DOCUMENTS, WEBSITES, RELATED POLICIES

Administration Policy

- *College Acceptance of Student Award Funds*
- *Use of the Douglas College Concourse and Atriums*

See also the Charities and Giving section of the CRA website

## G. RELATED ACTS AND REGULATIONS

- *Income Tax Act* [RSC 1985], c. 1
- *Societies Act* [SBC 2015], c. 18

## H. RELATED COLLECTIVE AGREEMENTS

N/A