

Policy Title:	Fundraising
Policy Approver:	President’s Office
Policy Holder:	University Relations and Communications
Executive Lead:	Advancement
Category:	Operational
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Last Revised:	November 2014
Next Review:	November 2019

Policy Statement

Professional and successful fundraising requires organization and discipline to ensure that potential donors are being approached about the right project at the right time, and not continually and concurrently being solicited by various entities within the University. Therefore, while faculty and staff are encouraged to cultivate potential donors, no person shall solicit donations on behalf of the University unless pre-approved by University Relations.

This policy applies to all donors and donations to Yukon University, with the exception of the Student Union, which is governed independently. However, University Relations would be pleased to provide the Student Union with support and direction in regard to fundraising, if requested.

Yukon University is committed to treating donors with respect, gratitude and consideration through the effective use of stewardship and donor relation activities.

Approval Statement

With the consent of the Senior Executive Committee and approval of the President of Yukon College, this policy is hereby deemed in effect the 26th day of November, 2014.

Karen Barnes

November 26, 2014

President, Yukon College

Date

1. Purpose of Policy

The purpose of this policy is to establish principles and guidelines for fundraising activities that will serve to enhance the mission, vision and values of Yukon University. The solicitation, acceptance and administration of all types of gifts to the University must comply with this policy and regulations.

No tax receipt will be issued for any gift to the University unless the requirements of the Canada Revenue Agency (CRA) have been met with regard to that gift and University Relations, in partnership with Financial Services, has approved the issuance of the tax receipt.

2. Governing Legislation and Relevant Documents

BOG 3.0: Yukon University President Responsibilities
Canada Revenue Agency's relevant guidelines
PO 7.0 Philanthropic Gift Acceptance Policy
PO 8.0 Gift-in-Kind Policy

3. Scope

This policy applies to all members of the University Community, including community campuses, the Yukon Research Centre, and all other centres and institutes.

This policy covers all fundraising activities. This policy does not relate to applied research.

4. Authority to Solicit, Negotiate and Receipt Gifts

University Relations has the primary authority to solicit, negotiate and receipt gifts on behalf of the University. It also has the responsibility to ensure the highest standards of professionalism and ethics are followed in working with donors. University Relations is responsible for:

- Coordinating the solicitation of donations;
- Coordinating the efforts of all areas of the University to assess a gift's acceptability;

- Administering all donations, in partnership with Financial Services;
- Ensuring charitable receipts are issued for all donations that meet CRA regulations;
- Acknowledging gifts to each donor in accordance with the stewardship plan;
- Operating to ensure the charitable status of the University is maintained.

An individual outside of University Relations who wishes to engage in fundraising activity on behalf of the University must consult with the University Relations Advancement team and follow relevant policies, procedures and guidelines to ensure consistency, compliance and professionalism in all dealings with donors.

All fundraising inquiries, campaigns and proposals must be pre-approved by University Relations. A major campaign requires approval by the Board of Governors.

In cases where a prospective donor approaches a member of the University community, such information must be communicated to the Director of University Relations to ensure consistency with University policies.

If a gift is determined by University Relations to be eligible for an official donation receipt In whole or in part, Financial Services will issue such receipt on behalf of the University in compliance with the Income Tax Act, CRA guidelines and University policies, procedures and guidelines. No other individual is authorized to offer, promise or purport to issue an official donation receipt on behalf of the University.

5. Procedures

5.01 Fundraising

The University Relations office will oversee all fundraising activity in order to ensure that potential donors are not confronted with conflicting or competing proposals from the University, or proposals which may not reflect the University's fundraising priorities. All fundraising activities, including those not requiring assistance from University Relations, will be coordinated through the University Relations' Advancement team.

Fundraising activities shall be conducted for the purpose of supporting operating and capital initiatives of the University, as well as the strategic plan, and must comply with applicable government regulations.

Decisions regarding fundraising priorities are the responsibility of the President, acting on the recommendation of the Vice-Presidents, Deans and Director of University Relations.

Organizers of all fundraising events where there is an expectation of a charitable tax receipt must determine the receipt value with the approval of University Relations. The value of the tax receipt will be dictated by the type of event, and in accordance with Canada Revenue Agency regulations.

5.02 Gifts

When a gift is received by the University, it will be the responsibility of University Relations to ensure that the gift is acceptable to the University and that the gift qualifies as a charitable donation.

A proposed gift/donation may require review and approval from the President of Yukon University and/or the Board of Governors.

Yukon University reserves the right to accept or reject any gift in its sole discretion and may or may not indicate the reasons for acceptance or rejection.

Where events or information available subsequent to gift acceptance occurs, which constitutes a significant and continuing challenge to the University and/or its mission, vision and values, the University will seek legal counsel to resolve the issue within the law.

5.03 Gift Receipting

Yukon University will issue an official receipt for donations that qualify as charitable gifts. Business receipts, not charitable tax receipts, are provided for corporate sponsorships.

Charitable receipts will normally be dated as of the day the cheques are received by Yukon University. Cheques which are received in January qualify for a charitable tax receipt which is backdated to December of the previous year if:

- The postmark on the outer envelope is December 31st of the prior year or earlier; and
- The cheque is dated December 31st of the prior year or earlier.

Where the University provides something of value in return for the donation, the value of the eligible amount of the charitable gift receipt will be determined by calculating the excess value of the donation over the amount of the advantage provided.

Canada Revenue Agency requires that charitable tax receipts be made out in the following manner:

- If the cheque is drawn on a personal account, the receipt must be issued to the person who signed the cheque. However, if the signatory is not in the Advancement database, but is the spouse of an existing constituent, then the donation is entered into the existing record (CRA policy allows either spouse to claim the benefit).
- If the individual who signed the cheque states in writing that the contribution was made by another party and that the signatory is only forwarding funds, the receipt can be issued to the specified donor.
- If the cheque is drawn on a corporate/business/organization account, the receipt must be issued to the corporate/business/organization, not to the person who signed the cheque.
- If an organization or individual acts as a collection agent for the University thereby gathering donations for a specific purpose, they will supply the University with a complete list of names, addresses and individual donation amounts. The University will, in this case, issue receipts to each donor.

5.04 Gift Agreements

If a gift accepted under this policy is intended to be documented in the form of a written agreement, then:

- University Relations must be engaged to assist with the writing and negotiation of the agreement;
- The agreement should follow the approved templates developed by University Relations;
- If an approved template is not used or is substantially altered, the gift agreement must be referred to legal counsel for review;
- The agreement must be approved by University Relations;
- The agreement, or relevant aspects thereof, must be approved by the appropriate individuals or governing bodies, in accordance with University policies, procedures and guidelines;
- The agreement must be signed in accordance with the relevant signing procedure, and;
- The agreement must also bear the signature of the most senior officer in the academic or academic support unit to which the gift has been designated to the extent the relevant signing procedure does not already require that individual's signature.

5.05 Donor Recognition - General

Yukon University wishes to recognize the generosity and commitment of our donors who support the mission of the University with a gift.

Recognition is given on the basis of a single payment, a contribution pledged over time, cumulative giving or a documented planned gift to the University. Donor recognition is provided at the time a pledge is received.

In addition to gift acknowledgements, the University may recognize donors through a special event or announcement and ongoing donor and stewardship opportunities to strengthen the link between the donor and the institution, and to build trust and credibility.

5.06 Donor Recognition - Naming Assets

The University may choose to recognize those who have made significant contributions to the life of the University or the local, national or international communities by naming buildings or other assets.

Named recognition may be granted for campus buildings, facilities, academic endowments, and academic units including, but not limited to, faculties, schools, divisions, libraries, programs, centres and institutes.

Permanent named recognition may be granted for a gift received or for exemplary service. In the event of changed circumstances, e.g. when a facility or program no longer exists, the University reserves the right to terminate or alter the named recognition, in consultation with the donor or honouree, where possible.

Limited term named recognition of a building, part of a building, or academic unit may be granted for a gift received. At the expiration of the term, the donor will usually be given the first opportunity to extend the named recognition upon such terms and conditions as may be agreed to between the donor and the University.

Facilities or activities supported by gifts may be named after a donor, or a third party at the wish of a donor, provided that the donation represents a significant part of the cost or is regarded as central to the completion of the facility or activity. Where a facility or activity is to be named for a third party, the written consent of that third party must be obtained.

University Relations will establish categories of facilities and activities for which named recognition may be granted. From time to time University Relations will develop minimum funding requirements in each of those categories for approval by the Board of Governors.

In exceptional circumstances facilities or activities may be named to honour the outstanding service of faculty or staff.

All new names shall be filed with the Executive Assistant to the Board of Governors and the Director of Student and Infrastructure Support. The President's Office, or designate, shall be responsible for informing the University community of such new names.

Named recognition will be revoked if, in the opinion of the Board of Governors, subsequent circumstances respecting the donor or honouree contradict the mission, ethics and/or values of the University or bring its reputation into disrepute.

An asset will be de-named only by the authority of the Board of Governors under the following circumstances:

- Where events or Information available subsequent to the approval of the designation means that identification with the designation constitutes a significant and continuing challenge to the reputation of the University, or;
- Where a donor has failed to meet 100% of the pledge commitment over the agreed pledge period and where there is no satisfactory commitment to revised pledge terms.

5.08 Donor Recognition - Naming Approvals

Naming of University Assets must be pre-approved as per below:

1. Campus Facilities

Presidential approval is required for named recognition of Interior or exterior facilities that are part of the University's space.

2. Chairs, Professorships, and Events

Presidential approval is required for named recognition of chairs, professorships or events. Prior to granting named recognition of a chair, professorship or event, the president will consult with the relevant dean or division.

3. Academic Units

Board of Governors approval is required for named recognition of academic units.

Recommendations for the naming of academic units are to be made to the Board of Governors by the President, on the advice of the Dean of the School involved.

Academic units may be named for a donor only on the condition that the donor will have no influence over decisions, or the decision-making processes associated with the teaching, research or service elements of the unit in question.

6. Confidentiality of Information

All Information pertaining to donors and donations is considered confidential.

The University Executive Team, Director of University Relations, and Finance Officers have access to information for the purposes of their work. University staff has access to information on a need-to-know basis. The Director of University Relations may approve the release of donor information to those where the need-to-know has been established.

University Relations maintains records on all donors and donations received by the University. A donor may request that his/her gift and/or all information pertaining to that gift remain anonymous.

7. Problem Solving

Any questions or concerns arising out of the intent, content, implementation, or application of this policy should be reported to the President's Office.

Where a concern or dispute arises from a decision made as a result of enforcing this policy, the President's Office should be notified as soon as possible after the decision has been made. In such cases the President's Office will advise the concerned individual(s) of the appropriate appeal process to follow under the circumstances.

8. Other Related and/or Accompanying Documents

Appendix A - Glossary of Terms

Addendum A - Policy Communication Checklist

APPENDIX A - GLOSSARY OF TERMS

Assets (Non-Tangible) - academic units (ex. departments, schools, institutes, programs, centres, libraries), endowed chairs, lectureships/ fellowships/professorships/scholarships/bursaries, events both academic (ex. lectures, conferences, symposiums) or non-academic (ex. extra-curricular, athletic), student services, other services, etc.

Assets (Tangible) - buildings and parts thereof, equipment, open spaces (ex. roads, gardens, fields) or other natural spaces or physical improvements, etc.

Cash - includes cash, cheque, credit card, payroll deduction and electronic fund transfer.

Deferred Gifts - includes will bequests, life insurance policies, gift annuities and charitable remainder trusts. Can be used interchangeably with Planned Gifts.

Eligible Amount - the amount by which the fair market value (FMV) of the gifted property exceeds the amount of an advantage, if any, in respect of a philanthropic gift.

Fair Market Value - usually the highest dollar value you can obtain for property in an open and unrestricted market, and between a willing buyer and a willing seller who are knowledgeable, informed and acting independently of each other.

Gift - a gift is a voluntary transfer of property without valuable consideration. To be characterized as a gift by the Canada Revenue Agency, a gift must satisfy the following conditions:

- a. property is transferred by a donor to a registered charity;
- b. the transfer is voluntary; and
- c. the transfer is made without expectation of return. No benefit of any kind may be provided to the donor or to anyone designated by the donor, except where the benefit is of nominal value.

Gifts may be in the form of cash, marketable securities, gifts-in-kind and deferred gifts. In this context, the term 'donation' is used interchangeably with 'gift.'

Unless subject to an agreement to use the gift for a specific purpose, gifts are received unconditionally and may be used for such purposes as Yukon University determines are most appropriate.

Gift Agreement - an agreement between Yukon University and the donor outlining the purposes of the gift, including payments required of the donor and uses for the donated funds by the University.

Gift (designated/restricted) - when a donor specifies a particular program or area as the recipient of their donation to Yukon University.

Gift (undesignated/unrestricted) – a donation given to Yukon University where the donor has not specified where the support is to be directed

Gift-In-Kind - a gift of property other than cash, such as real (capital) property or personal property. A gift-in-kind should be an item that can be retained as a University asset and used in connection with University activities, with discretion as to its use and management, or disposed of for cash equivalent.

Donated tangible and intangible property including real property, notes, mortgages, limited partnership interests, royalty or copyright interests, art, books, equipment, automobiles, inventory, personal property, software, securities, planned gifts, and other physical assets or materials which represent a value to Yukon University.

A contribution of service, that is, of time, skill or efforts is not property and therefore does not qualify as a gift or gift-in-kind for the purposes of issuing an official donation receipt.

Non-Gifts - the following transactions do not constitute philanthropy and are not eligible for charitable tax receipts.

- a. A gift of service.

- b. The purchase of an Item or service from the University.
- c. Sponsorship of research projects for which the donor retains right of property, including intellectual property.

Official Donation Receipt - a receipt issued by Yukon University to a donor for income tax purposes.

Planned Gifts - includes but not limited to a bequest, life insurance, charitable gift annuity, charitable trust (remainder or residual) and a gift of securities. Bequests, life insurance, charitable gift annuities and charitable trusts can interchangeably be referred to as Deferred Gifts.

Pledge - a gift which is "pledged" over a period of time. When a donation commitment is paid overtime, ex. a \$5000 gift is paid \$1000/year for 5 years.

Securities - refers to privately or publicly held shares, flow-through shares, bonds, units of a mutual fund, stock options and charitable stock options.

