

Policy Name	<b>FUNDRAISING &amp; ACCEPTANCE OF GIFTS</b>		
Policy #	<b>303</b>	Category	300: FINANCE
Steward	VP, Partnerships & Innovation	Date Approved	December 13, 2023
Next Review Date		Date Reviewed or Revised	

## POLICY

As a registered charity under the Canada Revenue Agency (CRA), the Fundraising and Acceptance of Gifts Policy will establish the terms under which the College will accept gifts, both solicited and unsolicited, and to establish the formal process by which gifts will be solicited, evaluated, accepted, and administered. This policy and the related procedures are reflective of current laws and regulations. In cases of disparity, federal and provincial laws as well as Canada Revenue regulations will prevail.

The purpose of the Fundraising policy is to guide the charitable activities of Suncrest College, including the solicitation, acceptance, and administration of gifts from a variety of sources in accordance with relevant legislation.

## PRINCIPLES

1. All gifts solicited and accepted by the College will be in keeping with the vision, mission, values, and strategic goals of the College. The College's principles, policies, and ethical standards will be reflected throughout the gift solicitation and acceptance process.
2. The College's principles, policies, and ethical standards will be reflected throughout the gift solicitation and acceptance process. Relations with donors and sponsors will be professional, consistent, ethical, and equitable and in accordance with federal and provincial laws and regulations.
3. The College is committed to managing actual or perceived conflicts of interest in its acceptance of gifts in accordance with the College Conflict of Interest Policy.
4. Gift acceptance will be structured to provide the maximum benefits for the donor, while ensuring that the best interests of the donor and the College are protected.

5. The College will encourage donors to consult with their own personal advisors (accountants, estate or financial planners, attorneys, investment brokers, etc.) prior to and during the gifting process.
6. The College reserves the right to refuse certain gifts which may have restrictions that violate the Saskatchewan Human Rights Code, Canadian Human Rights Act, and/or gifts that are determined to be contrary to the vision, mission, values, principles, and policies of the College.
7. The important roles played by many people over many years in the building of relationships that may result in gifts will be recorded, measured, acknowledged, and respected.
8. The College recognizes that philanthropic support is a significant factor contributing to the success of the institution and the expansion and enrichment of the learning and teaching experience for students.
9. The College welcomes gifts which enable it to fulfill its mandate of educating students and providing skilled and successful graduates. The College will encourage sources such as corporations, associations, foundations and individuals, including our employees and students to make donations, provide gifts in-kind, sponsorships, and/or designate planned (deferred) gifts that advance its mission.
10. Fundraising will be coordinated through the Partnerships & Innovation department, utilizing the established processes and protocols.

## **SCOPE**

This policy applies to all College employees, faculty, students, alumni, volunteers, board and past board members, and any individual or group associated with fundraising activities on behalf of Suncrest College.

This policy applies to all donations to Suncrest College.

## **DEFINITIONS**

### **Types of Gifts**

**Donations** – As defined by the CRA, a donation is a voluntary transfer of cash or property that is made without acceptance of any benefit of any kind accruing to the donor or any individual or organization designated by the donor. Donations may include cash or gifts in kind. Donations must meet CRA criteria to be eligible for an official charitable donation receipt.

**Philanthropic gifts** – Gifts can be made that do not qualify for issuance of a charitable donation receipt under CRA guidelines, as determined by Suncrest College in accordance with CRA guidelines, however they are still gifts to the institution that are recognized by Suncrest College by a receipt and appropriate donor recognition.

**Gifts-In-Kind** – Gifts-in-kind are donations of property other than cash. They can include but are not limited to donations of land, buildings, marketable securities, equipment, furniture, museums and collection objects, library materials, archival materials, operating supplies, limited partnership interests, royalty or copyright interests, equipment, automobiles, inventory, other physical assets or materials which represent value to Suncrest College.

**Planned (Deferred) Gifts** – Planned (deferred) giving is the process of making a gift commitment today for delivery to Suncrest College at a future date. Deferred giving is arranging for gifts to be made that will benefit both the interests of Suncrest College and the personal, financial and tax situation of the donor and the donor's family sometime in the future.

**Trust Funds** – Trust funds are segregated accounts that may encroach on capital to fulfill the purpose of the fund as defined in the terms of reference or gift agreement.

**Endowment Funds** – Endowment funds are segregated accounts in which the capital is invested in perpetuity and in general the income is available to fulfill the purpose of the fund as defined in the terms of reference.

**Unrestricted Gifts** – gifts used to promote and carry on the work of Suncrest College with no restrictions as to the use or administration of the funds.

**Restricted Gifts** - gifts where, in order to meet donor preferences, Suncrest College agrees to undertake specific obligations in relation to the use or administration of the gift.

**Prospect Management** – the process of planning, recording, and reporting of relationship progression between prospective donors and the institution that lead to a gift.

**Sponsorship** - the collaboration between an external sponsoring organization or individual and Suncrest College for the purposes of enhancing the profile of the "sponsor" in exchange for material or non-material consideration and for improving the learning environment at Suncrest College. Typical sponsorships may include but are not limited to: recognition (signage) on Suncrest College property and/or a Suncrest College event; "naming" of a facility, school, laboratory or program; and promotion or advertisement of the sponsor's products or services.

**Advertising** - a subset of sponsorship where the purpose is to raise awareness of a product or service primarily, but not exclusively, through signage on Suncrest College facilities or messaging affiliated with Suncrest College programming.

**Board** - shall mean the appointed Board of Governors for Suncrest College.

**Capital Gifts** - any items that are not consumed within a year and have a value of \$5,000 or more.

**Expendable Gifts** - gifts recorded at market or appraised value and consumed within a year.

## **PROCEDURES**

### **Establishing Fundraising Priorities**

1. To ensure fundraising efforts are coordinated in a manner that serves the best interests of the institution while maximizing the support of college priorities, the Vice President of Partnerships & Innovation will work with the leaders from academic and administrative units to identify fundraising priorities. Where appropriate, a business case will be required to inform the fundraising opportunity and its feasibility.
2. All fundraising initiatives must be jointly approved by Vice President of Partnerships & Innovation and appropriate Chair/Manager, before submitted for final approval, or as per the Authorities Grid.
3. Final approval for project implementation will be executed according to the following criteria:
  - a) A project should have a distinct identity rather than being a component part of a larger unit or group of units.
  - b) A project should be one that is unlikely to be funded within the scope of other revenue sources.
  - c) A thorough review will be conducted to determine impact of the project on operating and/or capital costs associated with the funding need.
  - d) Identified needs should be spread across the college as equitably as possible.
  - e) A project should be guided by the strategic plan.
4. In addition to ongoing fundraising activities, the Office of Partnerships & Innovation will support other special projects as recommended by the Board, Executive or Academic Planning Council.
5. Prospect Management will be provided by the Office of Partnerships & Innovation.
6. Fundraising initiatives will be approved where required by the Board and President as per the Authorities Grid.

### **Gift Acceptance**

1. Gifts to Suncrest College shall be reported in a manner consistent with the standards recommended consistent with Public Sector Accounting standards, and in accordance with Canada Revenue Agency Act and regulations.
2. Terms of Reference will be prepared for all gifts that have recognition responsibilities to ensure the College and the Donor(s) are in agreement with respect to the gift.

- a) All terms of reference or gift agreements requiring naming and/or for gifts, or with a value of \$50,000 or more, shall be recommended by the CEO and approved by the Board of Governors.
- b) The negotiation and development of terms and conditions relating to any gift is coordinated through the Office of Partnerships & Innovation with appropriate input from academic and/or administrative units to ensure:
  - the proposed gift is consistent with institutional and legislated regulations and guidelines;
  - the donor or sponsor's intent and direction is consistent with institutional and academic priorities and legislated regulations and guidelines;
  - the donor or sponsor's intent and direction is clearly understood and documented;
  - the gift does not expose the College to a potentially significant liability;
  - that if precedent-setting or sensitive issues are present, they are adequately assessed by the appropriate institutional authorities; and
  - the proposed gift has received the appropriate institutional review and approval by the Vice-President, Partnerships & Innovation or designate.
- c) Suncrest College receives and administers gifts in accordance with donors' instructions and Suncrest College policy and procedures.

### **Negotiation of Gifts**

1. When negotiating a gift with a value of \$500 or more on behalf of Suncrest College, programs or units are to seek approval with the Office of Partnerships & Innovation.
2. When negotiating on behalf of Suncrest College a gift that is unusual in nature, the Executive Council must be consulted and provide approval. Such consultations must occur when gifts:
  - a) are controversial in nature;
  - b) might expose the College to an uncertain liability;
  - c) are precedent-setting or involve sensitive issues;
  - d) are perceived to come from illegal or unethical activities;
  - e) involve a naming proposal;
  - f) present questions as to whether they are within the role and scope of Suncrest College; or
  - g) are from an individual or organization whose philosophy and values could be considered inconsistent with the overall philosophy and values of the College.

## Approval of Gifts

1. Approval for acceptance of gifts will be based on authorization per the Board Authorities Grid and the Management Authorities Grid.
2. Suncrest College welcomes gifts that support the pursuit of its mission. Indicators that a gift is acceptable include:
  - a) known use or need for the gift, or unless expressly forbidden in the gift agreement with the donor, when there is no immediate need the gift is marketable;
  - b) the gift and its accompanying terms are legal;
  - c) the purpose of the gift is compatible with the work/priorities of the College or the unit for whose benefit the gift is intended;
  - d) the size and/or benefit of the gift are not perceived to be disproportionate to the work or cost required to support/sustain the gift; and
  - e) there does not appear to be a physical hazard and/or liability concern associated with the gift.
3. All cheques should be made payable to Suncrest College. In no event, should a cheque be made payable to an employee, agent, or volunteers for the credit of Suncrest College.
4. Suncrest College has the right to decline any gift that is not consistent with its mission. Gifts will not be accepted by the College that:
  - a) violate any federal, provincial or municipal law;
  - b) create any fund to provide scholarships, bursaries, instructorships, chairs or;
  - c) lecture series with restrictive clauses that would violate The Human Rights Code (Saskatchewan) and give to the donor or his/her representative the right to designate the recipient;
  - d) commit Suncrest College to a naming of a physical, functional or academic entity without prior approval based on authorization per Management Authorities Grid;
  - e) compromise Suncrest College's academic integrity or interfere with Suncrest College's academic judgment; or
  - f) as a condition thereof, require any action on the part of Suncrest College which is unacceptable to Suncrest College or violates the College policies and regulations.
5. The following types of gifts must be forwarded to Executive Council for review:
  - a) gifts of real estate, shares in privately-owned companies, personal property, listed personal property and any other property interests which cannot be readily appraised or marketed;
  - b) gifts involving trusts or interests in property;

- c) other gifts to which conditions are attached or which may expose the College to potential liability;
  - d) gifts that consist of property that has been assigned a tax shelter number;
  - e) gifts that contain potentially unreasonable conditions;
  - f) gifts that are potentially financially unsound or that would expose Suncrest College to liability or embarrassment;
  - g) gifts of partial interest in property, unless Suncrest College agrees otherwise; and
  - h) gifts that rely on an appraisal or evaluation provided to the donor by third parties that is perceived to be inaccurate or unreliable.
6. The following situations require the Board for approval:
- a) gifts of real property or any permanent interest in real property; title must be conveyed to the Board on behalf of the College, for the use and benefit of the College;
  - b) any acquisition of real property by gift shall be approved by the Ministry prior to acceptance by The Board. Any such deed transferring title to the Board shall not be recorded until the Minister has approved the acceptance of the gift of real property;
  - c) gifts of property subject to indebtedness must be approved by the Board prior to acceptance;
  - d) gifts with conditions that ultimately will require consideration by the Board must be approved by the Board prior to acceptance (e.g. gifts to support the initiation of a new capital improvement project or program);
7. Fundraising campaigns for major capital projects exceeding \$500k must be approved by the Board of Governors prior to their execution.
8. When an offer of a gift is judged to be contrary to Suncrest College's best interest, the Vice President, Partnerships & Innovation, or their designate in consultation with the President & CEO may request that the terms be revised or decline the offer.
9. It is the responsibility of the program or area benefiting from the gift to secure any required appraisals or valuations.
10. Unless otherwise agreed upon by the division or program benefiting from the gift, if donors request a charitable receipt, the donor is responsible for securing a qualified, reputable, independent appraiser to produce a well-documented appraisal to substantiate the receipt. Donors are encouraged to select the appraiser and pay the fee. Suncrest College reserves the right to obtain and rely on a second appraisal, at Suncrest College's expense, for the purpose of issuing a receipt.
11. A summary of all external gifts to the College during a fiscal year shall be included in the Annual Report to the Board.

## **Administration of Gifts**

1. The Office of Partnerships & Innovation works in conjunction with Financial Services to process and record all gifts.
2. If Suncrest College is appointed the administrator, executor or trustee of an estate, the Vice-President, Administration, Finance and Corporate Services would be assigned as the designated Suncrest College representative. The "Release of Executor" documents will follow the requirements as in Revenue Contracts in the Management Authorities Grid.
3. Gifts of publicly traded securities will be valued at the closing trade price on the date they are deemed to be received by Suncrest College. The securities will be sold as soon as is reasonably prudent.
4. Only the Finance department can issue official charitable receipts for charitable gifts received by Suncrest College and does so in compliance with the requirements of the Income Tax Act and in accordance with procedures established by Suncrest College.

## **Disposal of Gifts**

1. In the case of gifts-in-kind, unless otherwise agreed by Suncrest College through the agreement, terms of reference, or terms of the deed of the gift, all such gifts may be disposed of under the following guidelines:
  - a) consultation with the appropriate division or department representatives; and
  - b) the proceeds of a sale of the asset will benefit the Suncrest College division or department for whose benefit the gift was originally given.
  - c) In the absence of such a beneficiary, Suncrest College will direct the proceeds.

## **Sponsorship and Advertising**

1. All sponsorship and advertising agreements must be developed and formalized through the Office of Partnerships and Innovation.
2. Office of Partnerships and Innovation shall notify, consult with and provide a reasonable opportunity for comment for the relevant Suncrest College stakeholders of all pending sponsorship agreements.
3. All sponsorship agreements must be authorized by the President and CEO. The authority may be delegated on a case-by-case basis by the President and CEO as per the Management Authorities Grid.
4. On-campus advertisements deemed by Suncrest College for non-commercial and non-profit services by Suncrest College affiliate organizations and individuals (i.e., Suncrest College students associations' services, student clubs, students, etc.) will not apply to this policy but instead be approved on a case-by-case-basis by the Public Relations & Marketing Manager.



5. All advertising displayed on campus is subject to Advertising Standards Canada guidelines (including but not limited to the Canadian Code of Advertising Standards and the Gender Portrayal Guidelines) and must otherwise be deemed in the interest of Suncrest College and its learners and contribute to a positive learning environment.
6. An appropriate communications plan and announcement will be developed by the Marketing department to coincide with each new sponsorship and advertising agreement.

#### **LEGISLATIVE AND COLLECTIVE AGREEMENT REFERENCES**

- [The Local Authority Freedom of Information and Protection of Privacy Act](#)
- [Canada Revenue Agency Act](#)
- [Canada Revenue Agency Charitable Receipting Regulations](#)
- [Canadian Anti-Spam Legislation](#)
- [Canadian Human Rights Act](#)
- [Saskatchewan Human Rights Code](#)

#### **LINKS TO OTHER RELATED POLICIES, DOCUMENTS, AND WEBSITES**

- Conflict of Interest Policy
- Management Authorities Grid/Delegation of Signing Authority
- [Advertising Standards of Canada](#)