

## **1.0 POLICY STATEMENT**

- 1.1 MacEwan University (the University) shall conduct and manage Fundraising Activities in a manner that is ethical, transparent, consistent, compliant with applicable legislation and reflective of MacEwan University's mission and mandate.

## **2.0 PURPOSE**

- 2.1 This policy establishes the authority and responsibility for all Fundraising Activities at MacEwan University in order to ensure consistency and positive and professional relationships with Donors.

## **3.0 APPLICABILITY**

- 3.1 The Policy applies to all Fundraising Activities at MacEwan University conducted by the department responsible for fundraising through the Grant MacEwan University Foundation

## **4.0 DEFINITIONS**

### **Academic Entities:**

faculties/schools or components therein, including, but not limited to, departments, divisions, research centres/institutes, chairs, professorships, lectureships (visiting and special lecture series) and fellowships, and teaching awards and prizes.

### **Applicable Laws:**

all laws of Canada, Alberta and local authorities, which apply to the matters set out in this Policy.

### **Board:**

The Board of Governors of Grant MacEwan University.

### **Conflict of Interest:**

A Conflict of Interest occurs when an employee's personal interests interfere, or may appear to interfere, with the interests of the University. Personal interests may include business, commercial or financial interests as well as personal matters and career interests. Conflicts of Interest may be real, potential, or perceived and may exist even in situations where the University also receives a benefit. Examples include but are not limited to: the use of University resources or information for personal gain; using MacEwan-owned materials for teaching at another institution; and financial, contractual or employment decisions involving a Family member

### **Deferred Gift:**

a charitable gift arrangement, in which the use of the asset or financial gift is delayed to some future time.

### **Donor:**

a person, corporation, or other organization that provides a Gift, including Endowments, to the University

### **Donations:**

something that is given to a charity, especially a sum of money

**Endowment:**

a lump sum of money that is donated and held in a restricted long-term investment account.

**Executive Council:**

the President, the Vice-Presidents and General Counsel

**Executive Officer:**

President, vice presidents and equivalent positions.

**Foundation:**

The Grant MacEwan University Foundation.

**Fundraising Activities:**

the solicitation, acceptance, management, coordination, stewardship and recognition of Property transferred to MacEwan University, or the Foundation. These include without limitation, all Donations, Sponsorships, fundraising events, Naming, Gifts, Endowment and Non-Endowment fund management, whether led by MacEwan University or a third party for the benefit of MacEwan University or for the Grant MacEwan University Foundation.

**Generic Rules:**

the rules attached to the Order of the Court of Queen's Bench dated June 21, 2005 in Action No. 0503-08454

**Gift:**

a voluntary transfer of Property without valuable consideration to the donor.

**Gift-in-Kind:**

also known as a non-cash gift: a gift of property other than cash; in particular, capital property, depreciable property, and personal-use property. It includes items such as artwork, equipment, securities, and gifts of property. It also includes residual interest, rights of any kind, licenses, shares and inventory of a business.

**Deferred Gift:**

a charitable gift arrangement, in which the use of the asset or financial gift is delayed to some future time.

**Members of the University Community:**

Those persons involved in conducting University affairs or using University property (students, employees, suppliers, contractors, and visitors while they are on University property or are using University property).

**Naming:**

an agreement with MacEwan University to name an asset of the University, including property, rooms, infrastructure, locations or Academic Entities after a Donor, Sponsor or other person, corporation, or organization

**Naming Opportunity:**

typically includes all occasions on which a specific name, beyond a merely functional description or designation, may be bestowed upon a facility or place, a college or school, an institute, center, or program, or any other unit of the university

**Naming Inventory:**

master list of naming opportunities.

**Non-Endowment:**

a fund that uses the capital donated in its entirety, and does not generate interest over time.

**Philanthropic Grants:**

money given by funders to nonprofit organizations in support of their initiatives which will see them successful in these activities. Philanthropic grants may come with unique reporting requirements such as financial budgets, a final project report and impact reporting.

**Planned Gift:**

Planned gifts describe a gift that comes into effect after a person's death. Planned gifts involve the use of financial and legal tools such as wills, life insurance policies, endowments, trusts and even gifts of property, stocks and securities.

**Pledge:**

signed and dated commitment to make a gift over a specified period, generally two, or more years, payable according to terms set by the donor, through scheduled monthly, quarterly, semi - annual, or annual payments.

**Property:**

cash, investments, securities, bequests, life insurance policies, trusts, annuities, personal or real property, residual interest, rights, licenses, shares, or inventory.

**Sponsor:**

a person, corporation, or other organization providing sponsorship to the University.

**Sponsorship:**

a voluntary transfer of property (cash or in-kind) given in exchange for commercial considerations or advantages.

**Stewardship Officer:**

the person in the office responsible for fundraising who is responsible for managing the stewardship of donors

**Third-Party Events:**

independent projects undertaken by an individual, affiliated group or organization, for the purpose of raising funds for, or on behalf of, a chosen charity.

## **5.0 POLICY ELEMENTS**

### **5.1 Guiding Principles**

- 5.1.1 Fundraising Activities must be undertaken in the best interest of the University as determined by the appropriate approval process and not in a manner which places the University, or any Members of the University Community in a conflict of interest.
- 5.1.2 The University shall only engage in Fundraising Activities which are consistent with the University's mission and mandate, will positively impact the University's reputation, and are compliant with Applicable Laws.
- 5.1.3 Institutional processes will be in place to review fundraising activities and/or gifts that may carry reputational risk, as determined by the office responsible for fundraising, President and Vice-Chancellor and Provost and Vice-President, the President of the Foundation, and where appropriate, a committee selected by the Board.
- 5.1.4 Institutional fundraising priorities, naming inventories and opportunities, and the acceptance of major gifts will be undertaken in consultation with the President and Vice-Chancellor and Provost and Vice-President, Academic and where appropriate, both parties will be consulted during the preliminary stages of all university fundraising activities.

### **5.2 Fundraising Activities**

- 5.2.1 The department responsible for fundraising is responsible for planning and coordinating all Fundraising Activities. Additionally, there is recognition that MacEwan's student association may conduct fundraising activities independent of MacEwan's fundraising department. As a professional fundraising organization, MacEwan University aspires to maximize its fundraising potential by executing on a wide range of potential revenue channels.
- 5.2.2 Fundraising revenue channels include, but are not limited to: gifts of capital, Third Party events, student awards, Planned Gifts, gifts in kind and Philanthropic Grants. Fundraising priorities are established in consultation with the Deans and Executive Council and prospective revenue streams are identified and pursued by the office responsible for fundraising. Fundraising Priorities include but are not limited to gifts of capital, student awards, projects and programming.
- 5.2.3 The department responsible for fundraising will manage, monitor, and record all Fundraising Activities in order to ensure:
  - 5.2.3.1 compliance with this Policy and other University policies or procedures as applicable and Applicable Laws,
  - 5.2.3.2 that the objective of Fundraising for the University is achieved
  - 5.2.3.3 accurate reporting to the Board and other lawful authorities occurs regularly and in compliance with any legal requirements.

- 5.2.3.4 consultation occurs with applicable University Faculties, Schools or departments to determine the suitability of Fundraising Activities as they relate to institutional goals and priorities

### **5.3 Gift Acceptance**

- 5.3.1 Where the University receives a Gift, the University shall:
  - 5.3.1.1 endeavour to abide by the stated wishes of the Donor, to the greatest extent possible; subject to Applicable Laws, the Generic Rules, this Policy, and any related procedure.
  - 5.3.1.2 exercise due diligence, to ensure that the interests of the University are protected.
- 5.3.2 The department responsible for fundraising shall:
  - 5.3.2.1 ensure that when gifts require a written Gift Agreement, the gift agreement template has been approved by the Office of General Counsel
  - 5.3.2.2 ensure that the signed gift agreements are forwarded to university-related areas that may be impacted by the gift
- 5.3.3 Procedures are in place to account for the possibility of a gift being rejected either before or after the gift agreement has been activated.

### **5.4 Endowments/Expendable Funds**

- 5.4.1 The University may establish an Endowment, subject to Applicable Laws, this Policy, and any related procedures.
- 5.4.2 An Endowment shall be managed in a manner that balances the preservation of the principal and investment earnings with the need to ensure funding for university awards, projects, programs, named chairs and professorships for which they were established.

The principal of the endowed fund is invested, administered and managed in accordance with this fundraising policy. Interest earned from these endowed funds may be spent in accordance with the restrictions set out in the agreement of the gift.

The endowment shall be held by the University in a manner complying with Applicable Laws, the gift agreement for the Endowment, the Generic Rules and this Policy.
- 5.4.3 The department responsible for the financial services and reporting shall:
  - 5.4.3.1 keep accurate and timely records for Endowments;
  - 5.4.3.2 ensure that administration fees, disbursements and transfers from Endowments comply with the Applicable Laws, this Policy and any associated procedures.
  - 5.4.3.3 notify Academic Entities of appropriate expendable allowances

5.4.4 MacEwan University's Faculties, Schools and departments that are the beneficiaries of an Endowment are responsible for:

5.4.4.1 understanding the terms of all Endowments supporting their areas;

5.4.4.2 ensuring that disbursements are used according to the budget practices of the University;

5.4.4.3 certifying that requests for funds transferred to the Academic Entity comply with the terms of the Endowment.

## **5.5 Donor Recognition and Stewardship**

5.5.1 The department responsible for fundraising shall create and maintain a consistent and transparent system for the recognition of Donors.

The nature of recognition provided to a Donor for a Gift shall be documented in writing in an agreement, which may include naming rights to assets, chairs or professorships, media announcements and inclusion in university promotional materials or events, and shall correspond with the purpose and size of the Gift.

5.5.2 Donor recognition must be consistent with the overall strategic direction, mission, vision, values and positive image of the University and does not imply an endorsement of a partisan, political or ideological position, and is subject to all applicable University policies and procedures.

The University will uphold a Donor's request for anonymity unless legally required to disclose the identity of the Donor, the type and value of the Gift.

The University shall issue charitable receipts in a timely manner as appropriate in accordance with applicable laws.

In the event, the association between the University and a Donor could jeopardize the University's reputational, financial, legal or moral integrity, the University may revoke the recognition pursuant to the associated procedure.

5.5.3 The department responsible for fundraising shall:

5.5.3.1 communicate with Donors on how gifts received are administered by the University.

5.5.3.2 provide a report to the Donors upon request or specified in the gift agreement.

5.5.3.3 provide fundraising and endowment reports to MacEwan's executive council on a regular basis

**6.0 ASSOCIATED PROCEDURES**

- Naming Procedure
- Gift Acceptance Procedure

**7.0 RELATED POLICIES, FORMS, AND OTHER DOCUMENTS**

N/A

**8.0 ACCOUNTABILITY****Policy Sponsor**

Vice President, University Relations

**Responsible Office**

Alumni and Development

**9.0 HISTORY****Relevant Dates**

Approved: **23.06.15**

Effective: **23.06.15**

Next Review: **28.06**

**Modification History**

**10.04.08:** New Policy approved by Board Motion 01-4-8-2009/10. (This policy replaces D8000, D8010, and D8020.)

**23.06.15:** Comprehensively revised. Approved by Board of Governors motion #BOG-06-06-15-2022/23.