

POLICY

Policy Title	Potential Donor-Sponsor Clearance
Policy Holder	Director, Advancement and External Relations
Policy Approver(s)	Senior Team
Related Policies	Art on Campus Gift Acceptance Gifts in Kind Naming Sponsorships, Donations & Attendance at External Events
Related Procedures	Art on Campus Gift Acceptance Gifts in Kind Sponsorships, Donations & Attendance at External Events Naming Potential Donor-Sponsor Clearance
Appendices	
Storage Location	https://www.confederationcollege.ca/policies-and-procedures
Effective Date	2025-03-14
Next Review Date	2028-03-14

Purpose

The purpose of this policy is to ensure a coordinated and strategic approach to prospect identification, solicitation, and stewardship at Confederation College. By implementing a prospect clearance process, we aim to avoid duplicate approaches to potential donors, maintain positive relationships, and maximize fundraising opportunities while fostering transparency and collaboration across all departments.

Scope

This policy applies to all members of the Confederation College community (Employees, Board Members, Students, Volunteers, Committees and any other group or persons representing Confederation College) who may be involved or become involved with fundraising.

Definitions

Donor: A person or entity making a Gift to the college.

Gift: Any voluntary transfer of real or personal property, including in kind property, from individuals, organizations, or other sources (“donor”) to the college. A gift is made without expectation of return or benefit to the donor or any individual or organization designated by the donor because of acceptance of the gift.

Gift In Kind: Also known as non-cash gifts, these can be gifts of real property or other tangible or intangible items such as artwork, equipment, securities, cultural or ecological property. Note: per the Canada Revenue Agency, a contribution of service, that is, of time, skills or efforts, does not qualify for charitable receipt.

Policy: Means this policy and all its related procedures as amended from time to time.

Prospect: An individual, corporation, foundation, or organization identified as a potential donor or partner.

Reputation: Overall quality, character or perceived integrity seen or judged by the Board of Governors or its delegates.

Restricted Gift: A Gift must be used for a specific purpose, directed by the Donor and agreed upon by the college. Sometimes referred to as designated. Undesignated or unrestricted Gifts may be used for any legal purpose the college deems appropriate.

Sacred Item: As defined by the Canada Revenue Agency (CRA), an object of Indigenous material culture deemed holy or sacrosanct by virtue of its ritual or ceremonial association. Depending upon the nation in question, Sacred Items can include a range of objects connected with drumming, dancing, smoking rituals, vision questing, fasting or traditional healing and sweat lodge rites.

Governing Laws and Regulations

Registered Charities and Income Tax Act.

Policy Statements

1. Project Approval

- 1.1. Any project requiring donor or sponsor support must be approved by the Department of Advancement and External Relations prior to making any solicitation or commitment on behalf of the College.

- 1.1.1. The Director: Advancement and External Relations has delegated authority to approve or decline the approaching of prospects for any project that requires support of up to \$500,000.00
- 1.1.2. The President and the Senior Leadership Team has the delegated authority to approve or decline the approaching of prospects any project that requires support over \$501,000.00.
- 1.2. Approval requirements should be determined by the project's impact within the College and the length of the agreement. Even relatively small projects may affect several different areas, or present obligation and/or potential liability.
- 1.3. All staff, faculty, or volunteers must identify potential donors or partners and submit their details to the Advancement Office for review.
- 1.4. All projects requiring the solicitation of donors or sponsors must be approved by the Director of Advancement and External Relations, with the guidance and input of the Senior Team and the President where applicable.

2. Donor Contact

- 2.1. To avoid excessive solicitations on behalf of Confederation College, and to ensure that our partners receive recognition for their cumulative contributions, the approval of the Director of Advancement and External Relations is required prior to contacting prospective donors or sponsors.
- 2.2. It will be the responsibility of the Director of Advancement and External Relations, in consultation with the Senior Team, to coordinate all solicitation of funds from individuals, businesses, corporations and organizations.
- 2.3. Solicitations made by Confederation College employees, in the course of their duties or in the name of the College, will be confined to approved College projects. Only the Director of Advancement and External Relations may authorize solicitations to support broader projects and causes.

3. Clearance Expiry

- 3.1. Prospect clearances are valid for 1 year. If no progress or activity occurs within this timeframe, the clearance will expire and may need to be re-evaluated.

4. Denial of Clearance

- 4.1. Clearance shall be denied where the potential donor:
 - 4.1.1. has received a proposal from the College which remains pending (no decision made);

- 4.1.2. has been cleared or is in the process of being cleared for solicitation for another priority, and the decision to pursue that other priority;
- 4.1.3. has indicated they are not accepting proposals at the present time;
- 4.1.4. recently made a major gift or pledge, in which the clearance may be given at a later time;
- 4.1.5. has been deemed ineligible to approach due to factors that could pose reputational risk to the College, or that does not align with the College’s mission, vision and values.
- 4.1.6. Given the fact that many requests for support made by student groups, alumni, etc., are relatively small in nature, (e.g. Requests for t-shirts, door prizes, etc.) requests for support totaling less than \$500 in value shall be exempt from this policy, unless a charitable receipt is expected.

Non-Compliance

If this Policy is not followed, it could lead to legal and ethical issues, misallocation of funds, and potential harm to the college's reputation. It may also result in financial penalties, loss of donor trust, and jeopardize future fundraising efforts, ultimately impacting the support and resources available for our students and programs.

Revision History

Version	Change	Author	Date of Change
Original		Department of Advancement	2021-09-19
V2	Update to new template	Department of Advancement	2025-03-14