

PROCEDURE

Procedure Title	Potential Donor-Sponsor Clearance
Procedure Holder	Director, Advancement and External Relations
Procedure Approver(s)	Senior Team
Related Policies	Gifts in Kind Naming Sponsorships, Donations & Attendance at External Events Gift Acceptance Art on Campus Naming Prospect Clearance Policy
Related Procedures	Gifts in Kind Naming Sponsorships, Donations & Attendance at External Events Gift Acceptance Art on Campus Naming
Appendices	Appendix 1 – Donation Form
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 procedure 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 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 procedure 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.

Prospect Owner: Cultivates the relationship with the prospect and provides regular updates.

Reputation: Overall quality, character, or perceived integrity, as 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.](#)

Procedure Statements

1. Prospect Identification

- 1.1. All staff, faculty, or volunteers must identify potential donors or partners with whom they interact and submit their details to the Department of Advancement and External Relations for review.
- 1.2. A formal request for clearance must be submitted to the Department of Advancement and External Relations through the designated form or email, including:
 - 1.2.1. Prospect name and contact information.
 - 1.2.2. Reason for solicitation (e.g., donation, sponsorship, partnership);
 - 1.2.3. Proposed amount, program, or initiative; and
 - 1.2.4. Any prior relationship or interactions with the prospect.

2. Review and Approval

- 2.1. The Department of Advancement and External Relations will review requests on an ongoing basis.
- 2.2. If no existing relationships, future campaign identification or ongoing solicitations exist, clearance will be granted in most cases.
- 2.3. If a relationship already exists, the Department of Advancement and External Relations will provide guidance on the appropriate next steps.

3. Sponsorships

- 3.1. It is probable that the College will have several sponsorships in place at any one time. To ensure that each sponsor is dealt with equitably, the value placed on a business sponsorship must be established within the context of other current agreements. It is the responsibility of the College employee accountable for a sponsored project to contact the Department of Advancement and External Relations to discuss and establish sponsorship values.
- 3.2. Where practical, all partnerships and sponsorships will be defined by written agreements. Such agreements must define the obligations of the College and those of the partners and sponsors, the goals and intended outcome and any reporting requirements, as well as duration.

4. Assignment of Prospect Owner

- 4.1. Upon approval of a donor funded project, a Prospect Owner will be assigned (if not already identified) to ensure coordination and accountability for managing

the prospect relationship. This individual will in most cases be the one who identified the prospect and is supported by a member of the Advancement team.

5. Monitoring and Reporting

- 5.1. All interactions, solicitations, and updates related to cleared prospects must be reported back to the Department of Advancement and External Relations to ensure accurate record-keeping and donor management in Advancement CRM.
- 5.2. Regular updates will be shared with relevant stakeholders to avoid duplicate efforts.

6. Receipting and Stewardship

- 6.1. In the event a donation is made, it is the responsibility of the Department of Advancement and External Relations to issue any official receipts, and/or acknowledgments.
- 6.2. It is common for donors, sponsors or funders to require ongoing reports from the College regarding the progress and outcomes of a funded project. It is the responsibility of the person accountable for the sponsored project to complete these reporting requirements. A copy of each report must be reviewed and approved by the Department of Advancement and External Relations before submission.
- 6.3. Stewardship with the donor will continue under the Department of Advancement and External Relations in partnership with the Prospect Owner.

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	Updated to new template	Department of Advancement	2025-03-14

Appendix 1



ADVANCEMENT

Toll Free 1-833-353-0230 | 807 475-6322

1450 Nakina Drive, Thunder Bay, Ontario Canada P7B 0E5

Confederation College Potential Donor/Sponsor Clearance Form

Confederation College is committed to fostering relationships with potential donors, organizations, and other stakeholders in an ethical, collaborative, and respectful manner. Please submit this form at least 14 days in advance of the potential contact with the donor or donor prospect. Subject to approval, all forms must be reviewed and signed by a member of the Department of Advancement, Office C211, Shuniah Building 2nd floor, Thunder Bay.

SECTION 1: Requestor Information

- **Name:** _____
- **Title/Position:** _____
- **Department:** _____
- **Email:** _____
- **Phone Number:** _____

SECTION 2: Prospect Information

- **Name of Prospect (Individual/Organization):** _____
- **Primary Contact Person (if applicable):** _____
- **Contact Information**
 - Phone: _____
 - Email: _____
- **Prospect Type (Check one):**
 - Individual
 - Corporation
 - Foundation
 - Other (specify): _____
- **Proposed Initiative/Project:** _____
- **Estimated Gift Range (if applicable):** _____

SECTION 3: Purpose of Engagement

- Major Gift Solicitation
- Sponsorship Request

- In-Kind Donation Request
- Event/Program Sponsorship
- General Cultivation/Relationship Building
- Other (specify): _____

Provide a brief description of your proposed engagement and why this prospect is a good fit for the initiative:

SECTION 4: Clearance and Coordination

By submitting this form, I acknowledge that I will not contact the prospect until receiving approval. I agree to provide follow-up information to the Advancement Office after the engagement to ensure proper tracking and stewardship.

Requestor Signature: _____ **Date:** _____

For Advancement Office Use only

- **Has this prospect been previously contacted by another department?** [] Yes [] No
 - **If yes, please provide details:** _____
- **Has the prospect previously contributed to Confederation College?** [] Yes [] No
 - **If yes, provide details (amount, year, purpose):** _____

Advancement Office Approval/Denial:

- **Name:** _____
- **Title:** _____
- **Signature:** _____
- **Date:** _____
- **Notes (only applicable for denial):** _____