

 <p><b>Confederation</b> COLLEGE <b>COLLEGE POLICY</b></p>	Number: 10-1-02	# of Pages: 2
	Originator:	Advancement and Communications
	Approved By:	Senior Team
	Effective Date:	2014-05-13
	Replaces:	New
<b>PROSPECT CLEARANCE</b>		

## 1. BACKGROUND

Confederation College is a registered charity and committed to enhancing its mission by building relationships with donors and sponsors.

Confederation College receives donations from business, industry, government, organizations and private individuals for the benefit of the College.

The success of fundraising activities is enhanced with the active involvement of many individuals within the College. It is the intent of this policy to coordinate efforts rather than limit the energy and expertise of College employees engaged in fundraising. This policy provides guidelines for prospect or donor contact and solicitation, approval of projects that have fundraising requirements, decisions of sponsorship and required reporting related to such activities.

## 2. DEFINITIONS:

- A. Donation:** Revenue Canada defines a donation as a voluntary transfer of property or service from a person, organization or business to the College without value consideration or receiving any benefit from that donation which has a monetary value. Generally, a donation is made and a tax receipt may be issued, if all three of the conditions listed below are satisfied:
- Some property, usually cash, is transferred to a registered charity;
  - The transfer is voluntary; and
  - The transfer is made without any expectation of return. No benefit of any kind may be provided to the donor or to anyone designated by the donor. (Occasionally, a token of appreciation may be presented if of nominal value. According to Revenue Canada guidelines, nominal value is interpreted to mean the greater of \$50 or 5% of the value of the gift.)
- B. Sponsorship:** A sponsorship is defined as a voluntary transfer of resources from a person, organization or business to the College based on the expectation that the sponsor will receive promotional consideration in exchange for the support provided.
- C. Solicitation:** For the purposes of this policy, solicitation is the act of asking a person or an organization for something of value; this “ask” will typically be for cash support, but may also include requests for “Gift-in- Kind” (GIK) support.
- D. Fundraising:** Fundraising is an initiative, the purpose of which is to raise funds to support a specific project, program or cause.
- E. Gift-in-Kind (GIK):** Gift-in-Kind is a type of charitable giving in which, instead of giving money to buy needed goods and services, the goods and services themselves are given. There are very specific criteria and considerations that must be met in order for the gift to qualify for a tax receipt.
- F. Prospect:** An individual, organization or business capable of making a charitable gift to the College.

**G. Prospect Clearance:** An assigned opportunity for a department, school, faculty or staff of the College to cultivate and solicit a prospect without competing solicitations from other units for an approved project and within an approved period of time.

**H. Solicitor:** The individual or team of individuals that is assigned to directly ask the prospective donor for a gift.

### 3. PROJECT APPROVAL:

Any project requiring donor or sponsor support must be approved by relevant College managers prior to making any solicitation or commitment on behalf of the College.

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 as a whole.

All projects requiring the solicitation of donors or sponsors must be approved by the Executive Director of Advancement and Communications, with the guidance and input of the Senior Team and the President where applicable.

If the request value is less than \$150.00 and/or if part of a business to business obligation (as per agreements in contract training for example) the Executive Director should be provided the details for information purposes only.

### 4. DONOR AND/OR SPONSOR CONTACT:

In order 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 Executive Director of Advancement and Communications is required **prior** to contacting prospective donors or sponsors.

It will be the responsibility of the Executive Director of Advancement and Communications (ED-A&C), in consultation with the Senior Team, to coordinate all solicitation of funds from individuals, businesses, corporations and organizations.

It is also accepted that 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 ED-A&C may authorize solicitations to support broader projects and causes.

### 5. REPORTING:

It is common for donors, sponsors or funders to require ongoing reports from the College in regards to 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 forwarded to the ED – A&C.

The ED – A&C must approve and be aware of all sponsorship and donation activities to ensure successful coordination, documentation, recognition, stewardship and evaluation processes.

### 6. SPONSORSHIPS:

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 Advancement Department to discuss and establish sponsorship values.

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.~~



**PROSPECT CLEARANCE REQUEST**

**Applicant's Name (Primary Staff):**

**Date:**

**Address and Extension:**

**Project Title:**

**Project Summary:**

**Total Funding Required:**

**Date Project Approved by Department of Advancement:**

**Solicitation Strategy:** (Fund-raising will be conducted using the following methods)

- Submission of formal proposal by mail*
- Personal meetings and presentations*
- Direct mailing of fund-raising letter*
- Other* \_\_\_\_\_
- Telephone appeal*

Please complete the attached form listing all prospects(anticipated sources of private-sector funding) and supplying the following information for each one:

<b>Prospect Name</b>	<b>Contact Name</b>	<b>Ask Amount</b>	<b>Rationale</b>
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**Note:** Under the rationale section, please indicate the reasons why you believe the prospects that you have selected are suitable for your project. Any relevant relationships or contact information pertaining to the prospects can also be included in this section. **If you want to clear any associated entities to your prospect i.e. spouse, company, foundation etc. please specify these in your request.**

**Request submitted by:** \_\_\_\_\_ **Date** \_\_\_\_\_

Please complete both pages of this form and submit to:  
Executive Director, Advancement and Communications



**PROSPECT CLEARANCE REQUEST**

<b>Prospect</b>	<b>Contact</b>	<b>Ask Amount</b>	<b>Rationale</b>
Sample Company	President and CEO Ms. Community Supporter 123 Funding lane	\$10,000 cash	Has been past sponsor, supplier, indicated interest in project, sits on committee