

<b>85.01</b>	<b>Fundraising</b>	<b>POLICY</b>
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## 1.0 PURPOSE

**1.1** To help advance the vision and mission of the Nova Scotia Community College, NSCC has established and incorporated a not-for-profit organization, the Nova Scotia Community College Foundation (the “NSCC Foundation”) The NSCC Foundation is a registered charitable organization and is considered the fundraising arm of NSCC. Governance of the Foundation is provided by a volunteer Board of Directors. The organization operates under a formal Memorandum of Understanding between the Board of Governors of NSCC and the NSCC Foundation Board of Directors. A team of NSCC staff, led by an Executive Director has responsibility for undertaking the day to day operations of the Foundation.

**1.2 The Foundation has four primary areas of focus:**

- **Advocacy** – building relationships and educating others about NSCC and its mission.
- **Fund Development** – connecting NSCC with those who seek to support NSCC through philanthropic and sponsorship investments.
- **Stewardship** – overseeing the financial management, accountability and recognition of donor gifts to ensure compliance with gift agreements and all regulatory agencies.
- **Granting** – investing and expending donor funds in alignment with their wishes for the benefit of NSCC, its students and alumni.

## 2.0 STATEMENT OF POLICY/SCOPE

**2.1 Accountability**

We strongly believe in preserving and protecting donor rights and privacy through high ethical standards, transparency and accountability in our fundraising and financial practices. All philanthropic activities adhere to the Association of Fundraising Professionals Donor Bill of Rights, Code of Ethical Principles and Standards, Canada Revenue Agency (CRA) guidelines and NSCC policy.

All fundraising efforts in support of NSCC are the responsibility of the NSCC Foundation and are to be coordinated through the NSCC Foundation office, ensuring accountability to all our supporters, including;

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- a. Strategies deployed to secure philanthropic and sponsorship support which aim to optimize benefits to both NSCC and donors.
- b. Accountable and transparent administration of gifts (as per the criteria outlined in Gift Acceptance Procedures) for the appropriate donor acknowledgement including official donation receipting, recognition and stewardship.
- c. Disclosure of financial information for fundraising activities that shall be conducted in a responsible manner, consistent with the ethical obligations of stewardship and legal requirements of regulatory agencies. This includes restricted or designated gifts that shall be used for the purpose for which they were given and accurate reporting of externally audited financial statements as per Public Sector Accounting Standards.
- d. Responsibility of NSCC’s Executive Team to recommend NSCC’s fundraising priorities to the Board of Governors for approval. These priorities will then be communicated to the NSCC Foundation for consideration.

## 2.2 Exceptions

Student associations, clubs and organizations holding fundraisers that exclusively focus internally on faculty, staff, and students, such as on-campus bake sales, raffles and silent auctions are exempt from this policy.

Fundraising activities which take place on campuses where the intended beneficiary is not NSCC (ie registered charitable organizations such as area hospitals, community organizations) are also exempt from this policy. Individuals responsible for organizing events, raffles, draws on behalf of organizations other than the college, and which take place at NSCC, should first seek the approval of their campus Principal.

## 3.0 POLICY

### 3.1 Prospect Clearance

At NSCC, the NSCC Foundation has primary accountability for donor identification, cultivation, solicitation, gift acceptance and stewardship. Prior to any solicitation from an individual, organization, foundation, or association by NSCC staff, students, governors, directors or volunteers, the name of the prospective donor must first be reviewed and cleared by NSCC Foundation staff. This is intended to ensure alignment of solicitors, NSCC’s priority needs and potential donors to optimize the impact of each donor’s gift to NSCC.

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This is inclusive of student-led fundraisers that involve the solicitation of donors external to NSCC, including board members, alumni, parents, friends and businesses. Student associations, clubs and organizations holding fundraisers that involve the solicitation of donors external to NSCC must seek approval from their respective campus Principal and then from the NSCC Foundation.

### 3.2 Solicitation of support

The solicitation of a gift or donation for NSCC must be approved in advance by the NSCC Foundation office. Only those who have been authorized by the NSCC Foundation to seek and accept gifts on behalf of NSCC may do so.

Fundraising solicitation on behalf of the NSCC Foundation must accurately describe the intended use of the funds.

Anyone soliciting on behalf of the NSCC Foundation shall adhere to this Fundraising Policy and act with fairness, integrity and in accordance with all regulatory agencies and NSCC policies.

Sponsorships offered to NSCC which are valued less than \$500 do not require prior clearance from the NSCC Foundation, but notification should be submitted to the NSCC Foundation office in order to maintain accurate donor/sponsor records.

### 3.3 Gift Acceptance

NSCC will protect its integrity, autonomy, values and academic freedom when accepting gifts. Gifts will not be accepted by the NSCC Foundation when a condition of such acceptance would compromise these fundamental principles.

The acceptance of gifts and proceeds from sponsorships is informed by, and consistent with NSCC’s strategic and operational plans and in alignment with academic priorities as approved by NSCC.

The Foundation is responsible for receiving, recording, receipting and recognizing all gifts made to NSCC.

All donations of cash, cash equivalents, marketable securities, gifts-in kind, sponsorships or offers of unsolicited gifts are communicated to the Foundation Office prior to gift acceptance.

Gifts intended for endowment amounting to less than \$25,000 will be added to existing endowments as per the Endowment Management Spend Policy and the Investment Policy or accepted for non-endowed or externally restricted spend down projects that align with the original intent of the gift.

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Any newly established student scholarships, bursaries or awards must meet a minimum award value of \$1,000.

Undesignated gifts will be directed to NSCC’s area of greatest need as determined by the NSCC Foundation and its’ Board of Directors with consideration from NSCC’s Executive Team.

Gifts for Academic Chairs, Institutes, Centres, Programs or any other staff appointments must be in full agreement with all relevant NSCC policies and procedures.

### 3.4 Rejection of gift offers

The Foundation, in consultation with the NSCC Executive Team, reserves the right to decline any donation if it fails to meet:

- a. Canada Revenue Agency (CRA) requirements and guidelines on donations, including a donor’s intent to sit on a selection committee for their own named student award.
- b. The objectives of NSCC, the mission and values of NSCC; and
- c. The values expressed in the Charter of Rights and Freedoms and in applicable human rights legislation.

The Foundation may also reject gifts that have:

- a. Donor specified conditions such as an expectation of reciprocal benefit such as an offer of employment or a contract with NSCC;
- b. Gifts which require NSCC to assume additional responsibility or specific liability;
- c. Gifts where a conflict of interest or conflict of conscience may exist.

### 3.5 Donor Recognition

The NSCC Foundation Office shall be responsible for coordinating the recognition of all donors.

Gift acknowledgement and donor recognition may include, but is not limited to, a listing of donors in the Foundation’s Annual Report on Giving, naming of NSCC’s physical assets, academic schools, programs, membership in gift clubs, invitations to events at NSCC, campus tours, publication of names in a donor list or in a permanent donor recognition area, receipt of NSCC publications or announcements. Typically, clarity regarding how each donor will be acknowledged will be described in gift acceptance correspondence, a terms of reference document or a full Donor/Foundation Gift Agreement. Details can be found in the NSCC Donor Recognition and Naming Procedures.

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The NSCC Foundation, in consultation with NSCC’s Executive Team, will maintain donor recognition guidelines. These guidelines will serve as reference for NSCC to consider when preparing donor recognition offers and/or recommendations to the Board of Governors.

Some donors may wish to remain anonymous. NSCC and the NSCC Foundation will make every effort to respect their privacy in publications and correspondence.

### 4.0 DEFINITIONS

- 4.1 Designated Gifts** Gifts, given to NSCC, where the donor has indicated a specific purpose for their support. Gifts may be “designated”, for instance, to a particular faculty or program. All gifts designated to the Endowment are invested according to the NSCC Foundation’s *Investment Policy*.
- 4.2 Endowment** A fund used to hold a donation made on the understanding that the “capital” or “principal” amount of the donation (the “contribution”) will be invested in perpetuity. The investment earnings are used, according to a Gift Agreement and the NSCC Foundation’s *Endowment Management and Spending Policy*, to advance purposes specified by the donor.
- 4.3 Gift/Donation** Often referred to as a donation, a gift is a voluntary, irrevocable transfer of property owned by a donor to anyone, in return for which no benefit or advantage flows to the donor. Gifts may be monetary (cash, cheques) or non-monetary (e.g. securities, real property, or personal property).
- 4.4 Gifts-In-Kind** Donated tangible and intangible assets and property such as real estate, notes, mortgages, limited partnerships, royalty or copyright interests, art, books, equipment, automobiles, personal properties, securities and other physical assets or materials, which represent value to NSCC.
- 4.5 Official Donation Receipting** The official charitable donation receipt is a statement issued by the NSCC Foundation to donors which includes all elements stipulated by the Canada Revenue Agency (CRA) including donor’s name, date of donation, fair market value of the gift and the charity’s official charitable registration number.
- 4.6 Restricted Gifts** Gifts, given to NSCC, where the donor has specified that the gift is intended to be used to support a particular purpose.
- 4.7 Sponsorship** A marketing-oriented, contracted financial alliance between NSCC and a corporation, foundation or individual. Sponsorships can be beneficial

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alliances in which NSCC receives a fee or other consideration and the sponsor benefits from market exposure and/or favoured product or corporate profile. Funds provided to NSCC through sponsorships are not eligible for charitable income tax receipts in accordance with CRA guidelines. A sponsorship is not a donation or a private grant.

**4.8 Marketable Securities**

A donation in the form of a transfer of ownership of shares which occurs on the date the physical share certificate is issued or the date the shares are received electronically. Shares are redeemed to cash as per the NSCC Foundation’s Gift Acceptance Procedures.

**4.9 Undesignated Gifts**

Gifts, given to NSCC, where the donor has not specified a purpose for the gift.

**4.10 Unrestricted Gifts**

Gifts, given to NSCC, where the donor has not specified a purpose for the gift.

## 5.0 POLICY SUPPORTS

- Association of Fundraising Professionals Donor Bill of Rights
- Code of Ethical Principles and Standards
- Memorandum of Understanding (MOU) between NSCC’s Board of Governors and the NSCC Foundation Board of Directors (WIP)
- NSCC Foundation By-Laws (WIP)
- NSCC Foundation Investment Policy
- NSCC Foundation Endowment Management and Spending Policy
- NSCC Foundation Gift Acceptance Procedures (WIP)
- NSCC Foundation Donor Recognition and Naming Procedures (WIP)

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