

FUNDRAISING POLICY			
Effective Date	December 5, 2016	Cross-Reference	<ol style="list-style-type: none"> 1. Budgeting Policy 2. Contract Management Policy 3. Financial Signing Authority Policy 4. Foundation Investment Policy 5. Funding Request Process 6. GPRC Alumni/Foundation Articles of Association 7. Naming Policy 8. Records Management Policy 9. Strategic Planning Policy
Responsibility	Vice-President External Relations	Appendices	<ol style="list-style-type: none"> 1. Criteria for Fundraising Approval and Priority-setting 2. Cumulative Giving Levels and Benefits Chart 3. Fundraising Clearance Form 4. Gift-in-Kind Acceptance Form 5. Disbursement of Foundation Operating Funds Directive
Approver	Executive Council		
Review Schedule	Every 5 Years		

1. Policy Statement

1.1. Grande Prairie Regional College (“GPRC”, “College”) seeks restricted and unrestricted donations of assets, materials and/or funds in support of student financial aid, enhanced teaching tools, facilities, and capital projects. Within the context of fundraising, the College’s highest priority is to encourage donations for ongoing and planned programs and projects. GPRC also supports College departments, student groups, and community special event and campaign volunteers wanting to raise funds through projects and events that align with College priorities for the purpose of enhancing educational experiences and opportunities for students at the College. Only after careful review will approval be given to accept gifts for new initiatives and enhancements.

2. Background

2.1. Everyone in the GPRC community adds to successful fundraising by contributing to the institution’s spirit and quality by serving as active partners in donor relationships. Faculty, staff and student partners are critical to fundraising success at GPRC. Anticipated growth and renewal projects will enable GPRC to increase our program offerings and modernize facilities to meet regional needs and aspirations. New industry and community partnerships will support continued economic growth and regional stability.

3. Policy Objective

- 3.1. The objectives of this policy are to:
- 3.1.1. Maximize the effectiveness of fundraising activities
 - 3.1.2. Identify, prioritize and manage funding needs and allocations
 - 3.1.3. Link fundraising allocations to annual budgeting process and capital projects approval process

- 3.1.4. Promote effective stewardship of donated assets, material and funds
- 3.1.5. Inform and assist potential donors who wish to support GPRC
- 3.1.6. Ensure the College operates in accordance with Canada Revenue Agency (“CRA”) requirements under the Income Tax Act.

4. Scope

- 4.1. This policy applies to the GPRC, Alumni/Foundation Board (Foundation), all staff, departments, divisions, clubs, students, fundraising volunteers, donors and potential donors.
- 4.2. This policy includes, but is not limited to, the revenue generated by the following fundraising activities:
 - 4.2.1. Gifts from individuals and corporations
 - 4.2.2. Annual giving program
 - 4.2.3. Special campaigns
 - 4.2.4. Fundraising events (eg College Classic, President’s Ball, etc.)
 - 4.2.5. Licensed gaming activities
 - 4.2.6. Wolves Athletics giving program
 - 4.2.7. Naming opportunities
 - 4.2.8. Planned giving program

5. Definitions

- 5.1. “Acceptable Valuation Documents” include, but are not limited to:
 - 5.1.1. Independent documented appraisals
 - 5.1.2. Invoices
 - 5.1.3. Equipment catalogues
 - 5.1.4. Advertised retail price
- 5.2. “Agreement” is a negotiated and typically legally binding arrangement between parties as a course of action.
- 5.3. “Annual Giving Program” refers to fundraising activities that take place typically over a one year period.
- 5.4. “Appraisal” is a valuation of property by the estimate of an independent, qualified person.
- 5.5. “Bequest” is a direction in a will to leave one or more assets to the College.
- 5.6. “Beneficiary” is the recipient of funds or other property under a will, trust, insurance policy, etc.
- 5.7. “Deferred Gift” is the decision to make a future gift, evidenced by a legal contract.
- 5.8. “Donation” is a voluntary transfer of property without any consideration paid or exchanged by the College in respect of the transfer of property. Donations can be in many forms including: cash (i.e. including cheque, money order and credit card donations), gifts-in-kind, planned gifts,

securities, real estate, ecologically sensitive land, certified cultural property, capital property, personal-use property and inventory. The terms donation and gift have been used interchangeably throughout this policy.

- 5.9. "Fair market value" is the amount a knowledgeable, willing buyer would pay for an item in an arm's length transaction (i.e. buyers and sellers in a transaction act independently and have no relationship to each other).
- 5.10. "Fundraising Group" includes the Alumni/Foundation Board, sanctioned event committee volunteers, all GPRC faculty and staff, departments, divisions, clubs, and students.
- 5.11. "Gift-in-kind" is a donation in any form other than cash that normally requires a valuation for tax receipt purposes. Examples of gifts-in-kind include equipment, software, books, artwork, real estate, collections, etc.
- 5.12. "Net Present Value" is the sum of the present values of incoming and outgoing cash flows over a period of time.
- 5.13. "Outright Gift" is an immediate donation of cash or other assets such as securities, real estate or personal property.
- 5.14. "Planned Gift" is a gift made during a donor's lifetime or at death as part of a donor's overall financial and/or estate planning. Planned gifts include bequests, securities, insurance policies, charitable gift annuities, remainder trusts and gifts of residual interest and gifts of retirement funds.
- 5.15. "Remainder Trusts" are established when a donor funds a gift to the College by irrevocably transferring assets (e.g. a sum of money, securities, bonds or mutual funds) into a trust to be managed by a trustee (e.g. a financial institution, the donor, a lawyer or other individual). A trust document names the interest income beneficiary (the donor or an alternative individual), and names the College as the remainder beneficiary. The donor receives a receipt for the net present value of the remainder of the interest.
- 5.16. "Restricted donation" refers to a donation that is to be used in a specific way or for a specific purpose.
- 5.17. "Securities" refers to financial instruments such as stocks or shares of publicly traded corporations, mutual funds, and debt instruments such as bonds as issued by publicly traded corporations or governments.
- 5.18. "Sponsorship" is a contribution by a business to GPRC who in exchange for cash, receives advertising or promotion of its brand, products or services. This advantage to the business makes it ineligible to receive a charitable tax receipt.
- 5.19. "Unrestricted donation" is a donation to the College where the donor has not specified the program(s) and/or purpose(s) to which the donation will be directed and / or the program(s) and/or purpose(s) benefitted.
- 5.20. "Valuation" is the process of estimating what something is worth.

6. General Requirements

- 6.1. Based on recommendations of the Vice President External Relations, and after consultation with the Executive Council, the President will determine or approve institutional fundraising priorities and will convey them to the Foundation for action by development staff and fundraising groups. See Appendix 1 for criteria for fundraising approval and priority-setting.
- 6.2. All fundraising activities must support and be aligned with the GPRC mandate, mission and values. Only after careful review by the Executive Council may approval be given to accept gifts for new initiatives and enhancements.
- 6.3. Ownership of all donations to the College vest in GPRC, whether they are for the general benefit of the College or some specific purpose.
- 6.4. GPRC will comply with legislation at all times in the collecting, receipting, administration and use of any type of donation. College staff will consult external advisors and/or CRA to obtain guidance in the case of unusual circumstances (i.e. CRA guidelines are not clear, the gift is of high value, the gift is not routine, etc.)
- 6.5. Only persons or organizations authorized by the Vice President External Relations shall solicit donations, sponsorships, or conduct licensed gaming activities on behalf of GPRC.
- 6.6. GPRC encourages donors to make both outright and deferred gifts.
- 6.7. GPRC will inform, serve, guide or otherwise assist donors who wish to support the College's activities but never, under any circumstances, exert pressure on or unduly persuade donors to undertake a particular action.

7. Donation Acceptance

- 7.1. The College reserves the right to accept or reject any donation. GPRC will accept donations subject to the following principles:
 - 7.1.1. Donations must align with the vision, mission, and mandate of GPRC.
 - 7.1.2. Donations must not obligate the College to undertake responsibilities, financial or otherwise, that it is not capable of meeting during the period required by the terms of the donation.
 - 7.1.3. Donations must not result in unreasonable or unmanageable expenses for the College.
 - 7.1.4. Conditions associated with a donation, if any, must be reasonable, practical, legal and ethical as determined by the College.
 - 7.1.5. Donations must not result in real or potential risk to GPRC including physical and/or environmental hazards.
 - 7.1.6. Donations must not jeopardize GPRC's charitable status as defined by the CRA.
 - 7.1.7. The College must be able to establish a fair market value for the donation.
 - 7.1.8. Donations for capital items must align with the capital planning process.

8. Donor Information and Recognition

- 8.1. All donations to GPRC will be recorded in the College's customer relationship management database and financial records, and will be appropriately receipted.
- 8.2. GPRC considers all donor information to be confidential and the information will be securely maintained in accordance with all applicable legislation, regulations and Records Management Policy.
- 8.3. Donor information will only be released for internal College use in accordance with all applicable legislation, regulations and the Records Management Policy and with approval of the Vice-President External Relations.
- 8.4. The College may recognize donors to GPRC by publishing their names and the nature and value of their gifts in various public relations materials and publications, in accordance with all applicable legislation, regulations and the Records Management Policy, unless otherwise requested by the donor.
- 8.5. GPRC will recognize donors and extend benefits in accordance with the Chart of Cumulative Giving Levels and Donor Benefits contained in Appendix 2.

9. Fundraising Activities

- 9.1. The Vice-President External Relations or delegated staff member will review and approve fundraising group activities to ensure they are appropriate, coordinated and aligned with the College's mandate, mission, objectives and values. Information on fundraising group activity is collected through the Fundraising Clearance Form - Appendix 3.
- 9.2. The fundraising group is responsible for all aspects of the planning and execution of a fundraising activity.
- 9.3. Prospect coordination and clearance is the responsibility of the Director of Development.
- 9.4. Excessive or undue costs should not be incurred in support of fundraising activities carried out by fundraising groups.
- 9.5. Fundraising groups wishing to operate a licensed gaming activity must receive approval from the Vice-President External Relations or delegated staff member, and agree to adhere to legislation and regulations including Alberta Gaming requirements.
- 9.6. Sponsorship agreements are to be signed as per the Financial Signing Authority Policy and forwarded to the Vice-President External Relations and Vice-President Administration.

10. Gift-in-Kind (GIK)

- 10.1. Gift-in-kind donations, other than real estate or securities, must be of a nature that can be retained as a College asset and used in connection with College activities, with discretion as to its use and management or disposal for cash.
- 10.2. The President, or an appropriately delegated authority, must approve in writing any gift requiring College expenditures for maintenance, upkeep and repair.
- 10.3. Prior to acceptance from the donor any gift-in-kind valued at \$25,000 and over regardless of its form (e.g. land, buildings, and vehicles) must be approved by the President or delegated authority. The GIK Acceptance Form - Appendix 4 must be completed and signed by the delegated authority.
- 10.4. When a gift-in-kind donation is given to GPRC from a business, with the donor intent of receiving a charitable receipt, a GPRC business analyst will determine valuation in accordance with the requirements of CRA; and proof of acceptable valuation documents will be retained with the receipt.
- 10.5. Otherwise, a business which donates a GIK will receive a business receipt.
- 10.6. A personal GIK donation from an individual (example: an artisan) will receive a charitable receipt, less advantages (example: event tickets).

11. Planned Giving

- 11.1. The Vice-President External Relations or a delegated staff member is authorized to negotiate planned gift agreements with prospective donors, in accordance within the approved program guidelines.
- 11.2. The Vice-President External Relations or a delegated staff member will encourage potential donors to discuss the planned gift with independent legal and/or financial advisors of the donor's choice to ensure the donor receives a full and informed explanation of the proposed charitable gift, and understands fully its implications.
- 11.3. All planned giving arrangements requiring execution by GPRC shall first be reviewed and approved as to form by the College's legal counsel. Where substantially the same agreement is used repeatedly, only the prototype or template needs to be approved.
- 11.4. All planned giving arrangements requiring execution by GPRC shall be signed by the Vice-President External Relations.

12. Use of Funds

- 12.1. GPRC's fundraising disbursements will be reviewed annually in accordance with GPRC strategic planning budgeting process. See Appendix 5 for the Disbursement of Foundation Funds Directive.

12.2. Funding must be disbursed for the purpose for which the funds were originally raised or to which funds are restricted. If it becomes necessary to change the use of restricted funds, the College will contact the donor where practical and obtain formal, documented approval.

13. Reporting

13.1. The President shall receive fundraising reports monthly.

14. Roles and Responsibilities

STAKEHOLDER	RESPONSIBILITIES
Board of Governors through the President	<ul style="list-style-type: none"> Review donation reports
President	<ul style="list-style-type: none"> Approve the acceptance of certain donations Review annual donation reports Approve institutional fundraising priorities
Vice-President External Relations	<ul style="list-style-type: none"> Recommend institutional fundraising priorities Authorize fundraising activities Review funding requests outside of established College priorities Represent GPRC in all dealings with estate lawyers and executors Approve the acceptance of a deferred/outright gift or bequest
Executive Council	<ul style="list-style-type: none"> Determine or approve institutional fundraising priorities Approval be given to accept gifts for new initiatives and enhancements
Relevant Dean or Director	<ul style="list-style-type: none"> Work with GPRC Community Relations staff to ensure department level fundraising activities are appropriately coordinated.

15. Exceptions to the Policy

15.1. Exceptions to the guiding principles in this policy must be documented and formally approved by the Vice-President External Relations.

15.2. Policy exceptions must describe:

- 15.2.1. The nature of the exception
- 15.2.2. A reasonable explanation for why the policy exception is required
- 15.2.3. Any risks created by the policy exception
- 15.2.4. Evidence of approval by the Vice-President External Relations

16. Inquiries

Inquiries regarding this policy can be directed to the Vice-President External Relations.

17. Amendments

Amendments to this policy will be published from time to time and circulated to the Institution community.

Appendix 1 – Criteria for Fundraising Approval and Priority Setting

- ✓ **Alignment with Institutional Approval and Priority-Setting.** Does the proposed initiative align with current or evolving institutional priorities?
- ✓ **Academic Justification.** Will the initiative significantly strengthen pursuit of the institution's academic mission?
- ✓ **Budgetary Impact.** Will donations support or offset existing demands on the current operating budget? Will the initiative impose immediate financial demands on the College? Will the initiative place future financial obligations on the College once the donation or grant funds have expired? If required, can the College sustain the expectations of the gift beyond the agreement term?
- ✓ **Fundraising Potential.** How many prospective donors are likely to take an interest in the proposal? To what extent would it compete with other fundraising initiatives? What level of effort would be required from the Development team to secure the donation(s)? If the private funding target is not met, is there a practical contingency plan to deliver on the donors' expectation?

Appendix 2 – Cumulative Giving Levels and Donor Benefits Chart (July 2016)

Donor benefits are recognized on the GPRC fiscal year (July 1 – June 30)	Friends of GPRC \$999 and under	Bronze Circle \$1,000-9,999	Silver Circle \$10,000-99,999	Gold Circle \$100,000 – 249,000	Foundation Circle \$250,000 +	Who will manage
Thank you letter, tax receipt from VP External Relations	✓	✓	✓	✓	✓	CR Admin Assistant and/or Development Coordinator
Alumni & Friends e-newsletter	✓	✓	✓	✓	✓	Development Coordinator w/ PR Specialist
Name in annual donor list	✓	✓	✓	✓	✓	Development Coordinator
Invitations to donor Appreciation Nights for Athletics and Fine Arts	✓	✓	✓	✓	✓	Development Coordinator
Thank you call from lead staff		✓	✓	✓	✓	Campaign Coordinator
Wisdom Magazine		✓	✓	✓	✓	Development Coordinator Communications Director
Cheque acceptance photo if requested		✓	✓	✓	✓	Development Coordinator w/ Director, VP External Relations and/or Development Officer to accept cheque
Invitation to annual President's Award Luncheon		✓	✓	✓	✓	Development Coordinator
Social Media Plan			✓	✓	✓	Development Coordinator PR Specialist
Thank you call from lead volunteer		✓ (call from Alumni Foundation member)	✓ (call from Alumni Foundation Chair)	✓ (call from Campaign Cabinet Chair)	✓ (call from Campaign Cabinet Chair)	Campaign Coordinator
Presentation cheque and photo opportunity; personal note from VP External Relations				✓	✓	Campaign Coordinator
Personal follow up from GPRC President					✓	Campaign Coordinator in coordination with President's Exec Assistant
Donor Profile in select publication					✓	Development Coordinator Communications Director PR Specialist
Special donor event (where appropriate)					✓	Campaign Coordinator
Fulfillment of gift agreement. Facilitate internal implementation plan			✓	✓	✓	Campaign Coordinator Director

Appendix 3 – Fundraising Clearance Form

This form assists GPRC in the coordination of fundraising activities throughout the College. Fundraising clearance is important as it ensures support from current and potential supporters is leveraged; relationships with sponsors and donors are developed and maintained; proposed projects are in line with College priorities; monies raised are tracked and received; and gifts are acknowledged consistently and in accordance with College policies.

Prior to any solicitation or other fundraising activity, please ensure:

1. this form is approved and signed by the Dean or Director of the department to which funds are to be directed;
2. the completed form is e-mailed to foundation@gprc.ab.ca; delivered to the Development Department in Community Relations; or faxed to 780-539-2731;
3. a response from the Development Department is received;
4. if you plan to hold a prize draw or raffle, Community Relations is contacted for the necessary AGLC paperwork.

Brief description of project (ex: soliciting sponsorship from a local business, holding a raffle, hosting a charity BBQ)

What fundraising activities will take place? (Please list all – e.g. sponsorships, raffle/draw, auction, dinner)

Fundraising goal \$ _____ Start/end date(s) _____ Use of proceeds: _____

Who will be approached for support?*	What is being requested	Estimated Value
Attach full prospect list if available)	(Item from inventory; cash)	
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
TOTAL		\$ _____

*Please attach sheet if more rows are needed

**FUNDRAISING POLICY
APPENDIX 3**



If a fundraising event is being planned, please complete this section:

Event name _____

Event location _____ Anticipated number of guests _____

Is this event open to the public? _____ Will invitations be sent? _____

Are you selling tickets to the event? _____ Ticket cost _____

What is included in the ticket price? _____

How is the event being promoted? _____

Name of Project Lead	Contact e-mail	Contact Phone
_____	_____	_____

Relationship to GPRC: Staff Faculty Student Other _____

Name of Dean/Director (print)	Signature of Dean/Director	Date
_____	_____	_____

Community Relations (print name)	Signature	Date
_____	_____	_____

Notes:

Appendix 4 – Gift-In-Kind Acceptance Form

DONOR CONTACT INFORMATION			
Company Name			
Contact Name		Title	
Mailing Address		City	
Postal Code		Phone No.	
Email		Fax	

DONATION/GIFT			
Item Description			
Date of Donation		Value	\$
Fair Market Valuation*	<p>**Fair Market Value” (FMV) is the amount a knowledgeable, willing buyer would pay for an item in an arm’s length transaction (i.e. buyers and sellers in a transaction act independently and have no relationship to each other).</p>		
	<p>a) Gifts-in-Kind of personal items such as works of art, collectibles, antiques, jewelry or similar property (not from a business inventory) must have an appraisal to determine FMV in order to issue a charitable receipt.</p> <p>➤ An independent appraisal is preferred. If the independent appraisal is difficult or involves an unreasonable expense then an appraisal by a qualified GPRC staff member is acceptable.</p>		
	<p>b) Gifts-in-Kind from a business’s inventory: a GPRC business analyst will determine valuation by way of an invoice, a letter/email from the business, equipment catalogues or an appraisal, prior to gift acceptance. Valuation documents to be kept with receipt for all GIK.</p>		

DONATION/GIFT – associated requirements and/or expenditures			
Insurance	Yes / No	Delivery requirements	Yes / No
Space Renovations	Yes / No	Cataloguing requirements	Yes / No
Technology requirements/implications	Yes / No	Exhibition space	Yes / No
Maintenance of equipment, technology, artwork	Yes / No	Storage space	Yes / No
Other:	Yes / No	Business Analyst valuation:	Yes / No

RECEIVED	
The above noted item has been received by	Please Print Name
Name of Department	

**FUNDRAISING POLICY
APPENDIX 4**



METHOD OF VALUATION			
<input type="checkbox"/> Invoice <input type="checkbox"/> Letter from the donor <input type="checkbox"/> Used equipment catalogue search <input type="checkbox"/> Appraisal** <input type="checkbox"/> Business Analyst			
**Appraised by	Print Name	Appraiser Signature	
Phone No.		Email	

OFFICE USE ONLY			
GIK Receipt issued for		Receipt #	
Account Code		Initial Here	
Logo received			

APPROVAL			
<input type="checkbox"/> All necessary requirements pertaining to the acquisition and care of the identified donation/gift have been satisfied			
Signature of Approval over \$25,000	VP External Relations:	Printed Name:	Date:
Signature of Approval over \$25,000	President:	Date:	
Signature of Approval under \$25,000	Dean or Director:	Printed Name:	Date:
<input type="checkbox"/> Based on the information provided, acceptance of the identified gift is not approved			
Explanation:			

Send completed Gift-In-Kind Acceptance Form with Future Market Value (FMV) documentation to Director of Development.

Appendix 5 – Disbursement of Foundation Operating Funds Directive

Budgeting Process:

- By December 31st of each fiscal year, the Director of Development will provide a list to the Manager, Business Services indicating the amount(s) of Restricted and Unrestricted operating funds available from the Alumni/Foundation to be budgeted for the upcoming fiscal year.
- For the restricted funds, the list must include details of the restrictions on the funding and how it is permitted to be spent. Any correspondence available from donors outlining their wishes and restrictions should be attached.
- This will be reviewed by the Manager, Financial Reporting and the Manager, Business Services.
- The amount available and details of restricted operating funding will be sent out to the Deans/Directors of the College as part of the annual budget planning package.
- The unrestricted amount available will become part of the “one-time” budget dollars available for that budget year.
- Any Dean/Director wishing to use unrestricted Alumni/Foundation funding for operating will have to include it as part of their annual budget “asks” and will be required to write a briefing note explaining how the funds will be used.
- During annual budget meeting, the Budget Committee will review the briefing notes, along with the list provided by the Director of Development and decide either to approve each request or not.
- The unrestricted amounts will be part of the amount available for “one-time” approvals, which are also discussed and decided upon by the Budget Committee.
- Once the Budget Committee meetings have finished, the Manager, Business Services will provide all approvals for both restricted and unrestricted (one-time) funds to the appropriate analysts as part of the creation of the annual budget.
- Function codes will be set up based on the approvals from Budget Committee. This will ensure accurate and efficient tracking and reporting of funds.
- As per the routine budget approval process, each Dean/Director will sign off on their budgets after review.

Quarterly Reporting:

- Quarterly, the Finance Department will record the necessary revenue transfers from the Alumni/Foundation based on budgeted amounts and actual expenses incurred to date.
- Each quarter the Manager, Business Services and analysts will analyze and forecast each function relating to restricted funding from the Alumni/Foundation.
- Each quarter the Manager, Business Services will provide the Director of Development a report of each function containing the annual budget amount, the forecasted amount and the year to date actuals.