

TITLE: DONOR RELATIONS POLICY	
APPROVED: January 2002	REVIEWED: June 2, 2008 June 24, 2011 (Approved by the Alumni/Foundation Board of Directors)
NEXT REVIEW: 2013-2014	
RESPONSIBILITY: Vice-President External Relations	
APPENDICES: Appendix 1: Chart of Cumulative Giving Levels and Donor Benefits	
CROSS-REFERENCE: Alumni and Friends Records Policy Canada Revenue Agency Regulations	

POLICY STATEMENT:

Community Relations will manage a donor relations program to ensure donors are extended appropriate and consistent levels of acknowledgement, recognition and stewardship for the purpose of fostering long term relationships with our alumni and friends.

Charitable giving is a personal and sensitive issue, and the privacy of donor information must be protected. It is therefore necessary to control access to donor and donation information.

PURPOSE:

This policy has been established to ensure all donors of charitable gifts to GPRC are extended appropriate levels of acknowledgement, recognition and stewardship.

SCOPE:

This policy applies to all donors of charitable gifts to GPRC.

DEFINITIONS:**PROCEDURE/GUIDELINES:****1. Confidentiality**

Donor histories will be maintained confidentially, in accordance with section 33 (c) of the Freedom of Information and Protection of Privacy Act. All information is considered confidential. The Vice-President External Relations may approve the release of donor information for internal College use only to those where the “need-to-know” has been established.

A donor may request that his/her gift and/or all information pertaining to that gift remain anonymous and/or not be shared with any third party. Community Relations may recognize donors to the College by publishing their names in various public relations material unless otherwise requested by the donor.

2. Fundraising Programs

GPRC encourages gifts from both the College and greater community through various means. These include but are not limited to annual appeals, special events, major gift and capital campaigns, and a planned giving program.

3. Treatment of Donations

Reference: Canada Revenue Agency Regulations

4. Benefits

4.1 Annual appeals and major gifts

Benefits will be extended to donors based on the cumulative levels of giving as listed in Appendix 1.

4.2 Capital campaigns

Recognition initiatives will be campaign specific as deemed appropriate by the Capital Campaign Steering Committee.

4.3 Planned Giving

Giving levels, recognition and benefits to be approved by the Planned Giving Committee.

