

Fundraising Policy

Date Approved: Nov 6, 2023

Effective Date: Nov 6, 2023

Date Reviewed: Fall 2023

Replaces: Internal Fundraising Policy 2022

Introduction

The Alumni and Development Department is mandated by Cambrian College (the 'College') as its central fundraising office and primary point of contact for alumni. It is responsible for managing relations with alumni and is accountable for prospect clearance, donor identification, cultivation, solicitation, and stewardship. To optimize opportunities and engagement with the College, it is critical that all College members work with the Alumni and Development Department before entering into discussions with alumni or donors.

Purpose

To set out the provisions that govern all fundraising campaigns, programs, and events carried out in support of Cambrian College, or, by third parties in support of charitable purposes that are aligned with the College's vision and values.

Application/Scope

This policy applies to Cambrian College Alumni, all staff, departments, divisions, clubs, students, fundraising volunteers, donors, and potential donors.

Definitions

Bursary: A grant or payment made to support a student's education, awarded on the basis of financial need.

Charity: An organization set up to provide help and raise money for those in need.

Cultivation: Everything that happens between the time you identify a person as a prospect for your organization until the time you make the first ask. Cultivation is the process of building a relationship with your prospect, communicating with them, and moving them down the road towards that ask.

Fundraising: The seeking of financial support for a charity, cause, or other enterprise.

Identification: Finding and classifying potential prospective donors which can be individuals, corporations, associations, organizations, and foundations.

Non-Profit: A legal entity organized and operated for a collective, public, or social benefit.

Prospect: An individual, company, or organization identified as a potential donor to the College.

Recognition: The way you thank a donor for giving to your initiative.

Scholarship: A grant or payment made to support a student's education, awarded on the basis of academic or other achievement.

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Solicitation: This is the act of making the ask for what you are looking for.

Stewardship: The relationship-building process that starts after a donor makes a gift to your non-profit. These plans often outline communication opportunities and strategies for keeping donors engaged.

Third Party Fundraising: Fundraising initiated and conducted in support of the College or other charitable organizations by individuals or groups other than the College or the Alumni and Development Department.

Policy Statements

1. General

- 1.1. Cambrian College engages in fundraising activities to sustain and further its vision and mandate and welcomes and facilitates the activities of third parties in raising funds that support its mission and are in keeping with its values.

2. Prospect Clearance

- 2.1. Any member of the College community wishing to solicit a gift to the College must receive prospect clearance from the Alumni and Development Department before entering into discussions with a potential donor. This will ensure that all members have access to central fundraising expertise and resources, that all fundraising efforts are carefully coordinated, and that all contacts with prospective donors are planned and undertaken in a manner that maximizes donor affinity with, and in support of, the College.
- 2.2. The name of all prospective donors must be submitted in writing to and approved by the Alumni and Development Department prior to any solicitation of an individual, organization, foundation, or association by Cambrian staff, students, governors, directors, or volunteers.
- 2.3. Complete information about any donations received by the College must be forwarded to the Alumni and Development Department as soon as possible to ensure timely and appropriate stewardship with a donor.

3. Course-Related Fundraising Initiatives and Special Events

- 3.1. Requests or proposals for course related fundraising initiatives and special events built into course curricula must be submitted to the Alumni and Development Department by the appropriate faculty member and/or student representatives to ensure proper fundraising standards are met and to discuss opportunities for support (e.g., resources, tool kits, on-site presence, web-based donation platforms, social media, etc.). Requests should outline the rationale and program area involved.

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4. Fundraising from Student Groups and Charitable and Non-Profit Groups

4.1. Requests or proposals for fundraising from student groups, charitable groups, or non-profit groups must be submitted in writing and officially approved by the Alumni and Development Department who will provide a confirmation in writing.

4.2. Approved fundraising must comply with the following conditions:

- Any funds raised on-site and utilizing College resources must be directed through the Alumni and Development Department, with a minimum 50% of the proceeds raised directly benefiting the College community. (e.g., a walk-a-thon raising funds to be split equally between the Sudbury Foodbank and the Cambrian Student Foodbank).
- Events/activities with 100% of the funds directed to an external charity / non-profit organization must take place off-campus (e.g., a class hosts a fashion show at the Caruso Club in support of the Sudbury Women's Shelter), unless a facility rental agreement is in place (i.e., the same class hosts their fundraiser in the Student Centre, officially covering the costs of renting the space).
- All fundraising activities requiring on-site presence will be permitted no more than two locations on campus (one in the designated front foyer location and/or one at an additional approved site). Exceptions may be made for Cambrian College to effectively support College-wide strategic priorities.

5. Raffles, Auctions and 50/50 Draws

5.1. Requests for raffles, auctions and 50/50 draws must be submitted in writing to the Alumni and Development Department who will then assist in facilitating the process.

5.2. Fundraising initiatives and special events led by College representatives and/or students, wishing to incorporate raffles, auctions or 50/50 draws, must follow the legal processes required to obtain all appropriate municipal and/or provincial permits. It is illegal to move forward without the proper permits in place. The Alumni and Development Department will assist in obtaining required permits.

5.3. Faculty and/or student representatives must reach out to the Director of Development a minimum of six months prior to the planned activity date to meet the required application/permit acquisition timelines.

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5.4. Raffles and 50/50 draws must take place via one of the Alumni and Development Department's online donation platforms to ensure compliance and respect of provincial and federal requisites. The costs associated with any online raffles, auctions, or 50/50 draws must be absorbed by the initiative organizer, and an internal College faculty or staff liaison must be in place to support proper record keeping.

5.5. Requests for internal raffles, auctions, and 50/50 draws will be reviewed by the Alumni and Development Department. Should timing conflict with other College-based fundraising initiatives or activities, requests may result in refusal or require further discussion around alternate options.

6. Memorial or Recognition Fundraising

6.1. In the event of the unfortunate passing of a member of the College community, colleagues and friends may wish to initiate a memorial fund with the aim of establishing a scholarship, award, bursary, or a similar suitable memorial in the name of the deceased with contributions being made on a personal basis.

6.2. The request must be submitted in writing and approved by the Alumni and Development Department for memorial fund, as well as the solicitation of contributions thereto in the name of the College.

7. Fundraising Priorities

7.1. The Alumni and Development Department is guided by the College's fundraising priorities in developing its annual program, objectives, and targets, in assessing the desirability and feasibility of specific opportunities, and in monitoring progress.

7.2. The number of activities permitted each term will be limited to alleviate donor fatigue and to focus on College-wide strategic fundraising priorities. Priority will be given to fundraising requests or proposals in the following order:

- Fundraising initiatives and special events built into course curricula
- Recognized campus organizations (i.e., an organization approved by the College, or by a group such as the Cambrian Student Council) that are raising funds to support an appropriate College program or organization, including their own
- Recognized campus organizations that are raising funds to support an off-campus, non-college program or organization
- Organizations with no direct connection to the College that are raising funds to support their own organization. These organizations must be in possession of a charitable

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number issued by Revenue Canada

Responsibilities and Accountability

Executive Director, Alumni, Development and Office of the President is responsible for:

- Providing oversight and coordinating all fundraising activity for the College
- Recommending institutional fundraising priorities and authorizing fundraising activities
- Reviewing funding requests outside of established College priorities

Alumni and Development Department is responsible for:

- Managing and supporting the identification, cultivation, solicitation, recognition, and stewardship of all College private funding sources

College Community Members are responsible for:

- Collaborating with the Alumni and Development Department to ensure fundraising activities are appropriately coordinated

Supporting Documents

- None

Related Documents

- Donations Policy