

FUNDRAISING PRIORITY SETTING AND APPROVAL

Approval Authority	President
Responsible Executive	Vice-President, Community Engagement
Related Policies / Legislation	Board policy direction Philanthropy and Gift Management (BPD-210); Board Policy on Naming of Buildings, Spaces and Facilities (BRP215.02); Donor and Gift Anonymity Policy (153); Gift Acceptance Policy (228); Sponsorship Policy (234)

PURPOSE

The purpose of this policy is to ensure that fundraising activities serve the best interest of the institution as a whole and supports the university priorities to the fullest extent possible.

POLICY

All fundraising must be compatible with the University's mission and best interests. The priorities for fundraising will be guided by the University's strategic plan.

REGULATIONS

The Advancement Office will be responsible for coordinating fundraising activities.

All fundraising initiatives must be developed through the following process:

1. Proposed projects must first be approved by the appropriate department, faculty or administrative unit and contain a standard set of information to ensure that projects meet the strategic objectives and priorities of the university. Projects of an interdisciplinary or cross-functional nature must be approved by all appropriate department(s), faculty(s) and/or administrative unit(s).
2. Each faculty and non-academic unit is expected to submit an annual plan of proposed fundraising priorities and activities to the Director of Advancement. This information is essential to the effective coordination of fundraising activities and priorities and will assist in ensuring the consistency of a unit's plans with those of the university.
3. Fundraising Proposals must contain:
 - a. Brief description of the project.
 - b. Timetable for implementation.
 - c. Financial target (including budgetary breakdown).
 - d. Signed authorization from the academic or administrative unit for budgetary approval/support.
 - e. Prospective donor(s) or specific target audience/sector if known.
 - f. Appropriate academic or non-academic unit contact(s).
 - g. Comments of the dean or, for non-academic units, the relevant senior administrator.
4. Proposals will be submitted to the Director of Advancement, and evaluated and approved by the Vice-President, External, the Vice-Presidents and President, in collaboration with the Director of Advancement.
5. Fundraising for the approved projects will become the responsibility of the Advancement Office, in collaboration with the appropriate faculty or non-academic unit as required.