
FUNDRAISING AND RECOGNITION

POLICY NUMBER	BRD 04-1
APPROVAL DATE	FEBRUARY 16, 2009
PREVIOUS AMENDMENT	N/A
REVIEW DATE	FEBRUARY 1, 2014
AUTHORITY	BOARD OF GOVERNORS
PRIMARY CONTACT	VICE-PRESIDENT, ADVANCEMENT

POLICY

This policy describes the terms and conditions for gifts to Thompson Rivers University (TRU) and outlines procedures, methods and levels for recognition. The solicitation, acceptance and administration of all types of gifts to the University must comply with this policy and regulations. All fundraising inquiries, campaigns and proposals must be approved by the University's Advancement Office prior to being undertaken.

No tax receipt will be issued for any gift to the University unless the requirements of the Canada Revenue Agency have been met with regard to that gift and the Advancement Office has approved the issuance of the tax receipt.

REGULATIONS

I. FUNDRAISING

The University's Advancement office will coordinate all fundraising activity in order to ensure that potential donors are not confronted with conflicting or competing proposals from the University, or proposals which may not reflect the University's fundraising priorities. Individual faculty and departments desiring to solicit private donations are required to work through the Advancement office.

II. GIFTS

1. The University welcomes inquiries from donors regarding potential gifts of funds, life bequests, endowments or gifts-in-kind. Criteria that may be used to determine acceptability include the following:
 - a. whether the prospective gift will further the goals of the University;
 - b. whether the physical condition of a gift in kind is acceptable;

- c. whether the University is in a position to process, house, and maintain the specific gift in kind; and
 - d. whether the terms of reference for the gift are acceptable to the University.
2. The University may, in its unfettered discretion elect to decline any gift offered. Before any gift is accepted, the University's Advancement Office will consult with relevant members of the University community and then determine whether the University will accept the gift.

III. APPRAISALS

1. All gifts in kind with an estimated value greater than \$1,000 will require an independent appraisal prior to a tax receipt being issued. All appraisals will be carried out by appraisers who are independent of the both the University and the donor. If permitted by the *Income Tax Act*, the costs of the appraisal when paid for by the donor will also be included in the amount of the tax receipt. The provisions of the *Income Tax Act* do not permit the issuance of a charitable donation receipt for any gift to an account over which the donor has control, nor may the gift be used to confer a benefit of any kind to the donor, to any member of the donor's family or to an individual of the donor's choosing.
2. Upon acceptance, funds and gifts-in-kind are irrevocable and become the property of the University.
3. Appraisals will determine the fair market value of the gift. The "fair market value" means the price at which an object would change hands between a knowledgeable buyer and knowledgeable seller who are at arm's length and independent of each other, and are not under duress to purchase or sell the item.
4. Appraisals arranged by the University will generally be determinative of the value of the tax receipts to be issued by the University. In exceptional circumstances the University's Advancement Office may consider another formal appraisal by a qualified appraiser who is at arm's length to the donor if that appraisal is submitted at the donor's expense.

IV. REPORTING

1. A report on all gifts accepted by the University and the Thompson Rivers University Foundation will be prepared on a quarterly basis by the University's Advancement Office.
2. The terms of reference for new gifts with a value in excess of \$500,000 will be provided to the Finance and Audit Committee of the Board of Governors for approval, and subsequently reported to the full Board for information.

V. GIFTS FROM EMPLOYEES

1. Gifts from employees will be treated consistently with gifts from others with regard to how gifts to the University are assessed, received and receipted.

2. Donations by employees may be processed through payroll deduction, please contact the University's Advancement Office who will arrange for the completion of a Payroll Deduction Authorization Form. Payroll deductions may be made only to those projects approved as acceptable payroll deduction funds. Payroll deductions must be for a minimum of \$5.00 per fund per pay period for at least 10 consecutive pay periods and may not be established for funds over which the donor has spending authority.

VI. DONOR RECOGNITION – GENERAL

1. Named recognition may be granted for campus buildings, facilities, academic endowments, and academic units including, but not limited to, faculties, schools, divisions, libraries, programs, centres and institutes.
2. Permanent named recognition may be granted for a gift received or for exemplary service. In the event of changed circumstances, e.g. when a facility or program no longer exists, the University reserves the right to terminate or alter the named recognition, in consultation with the donor or honouree, where possible.
3. Limited term named recognition of a building, part of a building, or academic unit may be granted for a gift received. At the expiration of the term, the donor will usually be given the first opportunity to extend the named recognition upon such terms and conditions as may be agreed between the donor and the University.
4. Facilities or activities supported by gifts may be named after a donor, or a third party at the wish of a donor, provided that the donation represents a significant part of the cost or is regarded as central to the completion of the facility or activity. Where facility or activity is to be named for a third party, the written consent of that third party must be obtained.
5. The University's Advancement Office will establish categories of facilities and activities for which named recognition may be granted. From time to time the University's Advancement Office will develop minimum funding requirements in each of those categories for approval by the Board of Governors.
6. In exceptional circumstances will facilities or activities be named to honour outstanding service of faculty or staff.
7. Named recognition will be revoked if, in the opinion of the Board of Governors, subsequent circumstances respecting the donor or honouree contradict the mission, ethics and/or values of the University or bring its reputation into disrepute.
8. All new names shall be filed with the Executive Assistant to the Board of Governors and the Director of Facilities. The President's Office, or designate, shall be responsible for informing the University community of such new names.

VII. DONOR RECOGNITION - APPROVALS

1. **Campus Facilities**

- a. Presidential approval is required for named recognition of interior or exterior facilities that are part of the University's space.
- b. All major capitol naming opportunities must comply with the British Columbian Government's Naming Policy.

2. **Chairs, Professorships, and Events**

Presidential approval is required for named recognition of chairs, professorships or events. Prior to granting named recognition of a chair, professorship or event, the president will consult with the relevant dean or division.

3. **Academic Units**

- a. Board of Governors approval is required for named recognition of academic units.
- b. Recommendations for the naming of academic units are to be made to the Board of Governors by the President, on the advice of the Dean of the Faculty involved, and Senate as appropriate.
- c. Academic units may be named for a donor only on the condition that the donor will have no influence over decisions or the decision-making processes associated with the teaching, research or service elements of the unit in question.

4. **Thompson River University Foundation**

Named recognition may be approved based on a gift given to the Thompson Rivers University Foundation.