

Policy History
Policy No. ER1
Approving Jurisdiction: President
Administrative Responsibility: Executive Director, Advancement
Effective Date: November 30, 2016

Fundraising Policy

A. Context and Purpose

1. Kwantlen Polytechnic University (KPU) is committed to excellence in teaching, learning and scholarship, and to student access and success. KPU encourages gifts from a wide range of sources to help achieve its mission and to enhance the programs and services it offers to its students.
2. KPU is a registered charity under the Canada *Income Tax Act* and can issue tax receipts for qualified gifts.
3. The **KPU Foundation** has the purpose and authority to solicit and accept gifts and enter into gift agreements. The KPU Foundation is a registered charity under the Canada *Income Tax Act* and can issue tax receipts for qualified gifts.
4. The purposes of this policy and the accompanying procedures are to:
 - a. Establish governing principles for the acceptance, administration, and management of gifts
 - b. Define the roles and responsibilities for gift acceptance within the KPU community
 - c. Comply with applicable regulations, legislative standards, and related KPU policies
 - d. Ensure the coordination of best practices in fundraising at KPU and the KPU Foundation

B. Scope and Limits

1. This policy applies to all fundraising activities of KPU and the KPU Foundation. The Executive Director of Advancement and CEO of the KPU Foundation is responsible to ensuring their application.
2. The policy does not affect the processes for seeking publically funded research grants or private contracts.

C. Statement of Policy Principles

1. Gift Acceptance or Refusal

- a. Gifts will be accepted by KPU provided they are considered to be consistent with KPU's mission, goals and objectives.
- b. Except as indicated in section 1 e) below, the Executive Director of the Office of Advancement/CEO of the KPU Foundation will determine, after appropriate consultations with the President, Vice-Presidents, Deans, and any other involved individuals or relevant groups whether or not a proposed gift should be accepted, and what costs, impacts and risks are associated with its acquisition, maintenance, and insurance.
- c. If the restrictions on a proposed gift are inappropriate or onerous to the point where its usefulness and desirability are affected, the donor will be advised by the Office of Advancement to remove or modify the restrictions.
- d. KPU will decline any donation that arises in whole or in part from activities that appear to violate federal, provincial or municipal laws, or that appear to compromise the university's integrity, autonomy, or commitment to academic freedom.
- e. Where the acceptability of a gift is uncertain, the President will strike an *ad hoc* committee consisting of representatives of the areas impacted by the nature of the gift. This committee will review and offer advice to the President on whether or not to accept the gift. Such *ad hoc* committees will be bound by the confidentiality and ethical responsibilities included in this policy (see Section C.6 below).
- f. A gift will be refused or returned when it is deemed:
 - i. to be inappropriate or not conducive to the best interests of KPU
 - ii. to be clearly a commercial endeavor with no educational value
 - iii. to obligate KPU to undertake responsibilities, financial or otherwise, which it feels are inappropriate or onerous
 - iv. that the donor's core activities may be in direct conflict with the Mission, Vision and Values of KPU
- g. The Executive Director for Advancement/CEO of the KPU Foundation will provide regular reports to closed meetings of both the Foundation Board and the Board of Governors in order to seek advice on the acceptability of gifts being sought or considered.

2. Planned Giving

- a. KPU encourages planned gifts which support the mission of the institution, and KPU will have established procedures to protect donors and to guide the University and its employees when making decisions about planned giving opportunities.

3. Ownership

- a. Ownership of all donations vests in KPU or the KPU Foundation, whether for general or specific purposes. Generally, donations that contribute to student scholarships and awards will be received and receipted by the foundation. Other donations will be received and receipted by KPU.

4. Gift Acknowledgement:

- a. KPU will provide appropriate recognition of any donation, and will have procedures and criteria to guide the nature of such acknowledgments.

5. Confidentiality and ethical treatment of prospects and donor research and records

- a. KPU has an ethical responsibility to consider and protect any donor's rights and interests. The University will practice full disclosure to the donor, guard against undue influence, maintain its fiduciary responsibility in all dealings with donors, and have clearly established guidelines on how donor information is obtained and released.
- b. KPU will also protect the confidentiality of prospect/donor research and records by prohibiting the release of prospect/donor information to anyone not directly engaged in the solicitation of gifts. Strict confidentiality will be maintained by University employees and community volunteers who have access to prospect/donor research and records.

D. Definitions of terms

These are provided in the accompanying procedures.

E. Related Policies and Procedures

ER8 Asset Naming Opportunity

FM3 Investment of Endowed Funds

IM2 Freedom of Information and Protection of Privacy

Employee Code of Conduct