



# Approval for Donation and Sponsorship Solicitation Policy

**Category:** External Relations;

**Jurisdiction:** Vice President, External Relations;

**Approval Authority:** Executive Team;

**Established on:** October 20, 2015;

**Amendments:** None.

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## Policy Statement

This policy and its related procedures govern the approval process for donation and sponsorship solicitation for the benefit of Lakehead University.

## Purpose

Centralized prospect and donor management is a critical component to strategically and responsibly raise funds in support of Lakehead University. A centralized system for both donation and sponsorship solicitation at Lakehead University ensures that:

- Donors are acknowledged, recognized and stewarded according to the “Donor Acknowledgement, Recognition and Stewardship Policy”;
- Funding opportunities can be maximized to the greatest benefit of Lakehead overall;
- Acceptance of the gift is appropriate;
- Multiple solicitations are avoided; and
- Future donations and sponsorships are encouraged.

## Scope

This policy applies to all members of the University community including faculty, staff and students who have an interest in fundraising for Lakehead University.

## Principles and Responsibilities

All requests to solicit donations or sponsorships shall be directed to the Philanthropy Director, External Relations via the [Approval for Donation and Sponsorship Solicitation Form](#).

In the case of solicitations for academic appointments (e.g. Chairs, Professorships, Fellowships), academic initiatives (e.g. lecture series or major scholarships), or significant areas of academic life, the applicant and/or Dean/Vice-Provost shall indicate on the [Approval for Donation and Sponsorship Solicitation Form](#) that they have consulted with the Provost and Vice-President Academic.

In the case of solicitations for research initiatives, the applicant and/or Dean/Vice-Provost shall indicate on the [Approval for Donation and Sponsorship Solicitation Form](#) that they have consulted with the Vice-President Research and Innovation.

The Dean/Vice-Provost responsible for the requesting unit shall indicate on the Approval for Donation and Sponsorship Solicitation Form that the reason for solicitation is consistent with the faculty's and University's strategic and academic priorities.

## Exceptions for Approval

Notwithstanding any other provision of this policy, no donation or sponsorship solicitation shall be approved, or once approved, continued, that will call into serious question the public respect of the University.

All donor relations and sponsorship alliances should preserve Lakehead University's academic integrity and reputation and enhance the profile and brand of the University.

No donation or sponsorship solicitation shall be approved that will imply the University's endorsement of a partisan political or ideological position. This does not preclude an individual who has at one time held public office.

### **Authorization**

Requests/forms and/or proposals for solicitation amounts of \$24,999 and under shall be approved by the Philanthropy Director, and where applicable, the Alumni and Community Relations Director. Approvals for solicitations pertaining to the Orillia Campus shall be made in consultation with the Principal, Orillia Campus.

All capital project requests, or requests in excess of \$25,000, shall be reviewed by the Vice-President External Relations, and where applicable (e.g. Naming of Property, Academic Chairs, Professorships, Research Projects) submitted to the University's Executive Team for approval, with the understanding that the authority to accept any proposed naming at Lakehead University rests with the Board of Governors.

### **Reporting**

At the conclusion of the event/project, the lead applicant shall provide a list of all donors and/or sponsors, including contact name and address as well as the final amount of financial support received from each company and/or individual. This step is crucial to ensuring that Lakehead University donors are recognized and stewarded appropriately. Lakehead University does not sell, rent, or lease donor information to other organizations.

External Relations reserves the right to not issue receipts for donations that did not go through the approval process.

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## Procedures

1. All faculty, staff and students shall complete the [Approval for Donation and Sponsorship Solicitation Form](#) and submit to their immediate supervisor (Director, Chair etc.) and corresponding Dean/Vice-Provost/most senior position for signature.
2. Completed forms/proposals shall then be forwarded to the Philanthropy Director, and where applicable, to the Vice-President External Relations and/or University's Executive Team for review and approval. Approvals for solicitations pertaining to the Orillia Campus shall be made in consultation with the Principal, Orillia Campus.
3. Upon approval, those requests pertaining to sponsorship will be forwarded to Alumni and Community Relations, and an associate shall be assigned to work with the applicant to review and approve all solicitation materials before distribution, and to provide support where needed. In the case of the Orillia Campus, the External Relations Associate shall be the assigned associate.
4. Approved requests pertaining to donation solicitation will be forwarded to the Philanthropy Team, and a team member shall be assigned to work with the applicant to identify, research, cultivate, solicit, recognize, and steward prospects/donors to the project. In the case of the Orillia Campus, the External Relations Associate shall be the assigned team member.
5. In the event a request is not approved, the Philanthropy Director or assigned alternate shall contact the applicant(s) informing them of the decision. In the case of the Orillia Campus, the External Relations Associate shall be the assigned alternate.
6. At the conclusion of the event/project, the lead applicant shall provide the Philanthropy Director with a list of all donors and/or sponsors, including contact name and address as well as the final amount of financial support received from each company and/or individual.

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**Review Period:** 2 years;

**Date for Next Review:** 2020-2021;

**Related Policies and Procedures:** To be determined;

**Policy Superseded by this Policy:** Approval of Sponsorship Policy; Approval of Solicitation Policy.

The University Secretariat manages the development of policies through an impartial, fair governance process, and in accordance with the Policy Governance Framework. Please contact the University Secretariat for additional information on University policies and procedures and/or if you require this information in another format.

Open: Monday through Friday from 8:30am to 4:30pm;

Location: University Centre, Thunder Bay Campus, Room UC2002;

Phone: 807-346-7929 or Email: [univsec@lakeheadu.ca](mailto:univsec@lakeheadu.ca)