



Donor Acknowledgement, Recognition and Stewardship Policy

Category: External Relations;

Jurisdiction: Vice President, External Relations;

Approval Authority: Executive Team;

Established on: June 11, 2014;

Amendments: October 20, 2015.

Policy Statement

This policy governs proper gift acknowledgement at Lakehead University, including donor recognition and stewardship activities and events.

Purpose

The purpose of this policy is to serve as a set of guiding principles for External Relations and other departments at Lakehead University regarding the stewardship of current and future gifts to the University. This policy is intended to ensure donors' intentions are honoured, gifts are acknowledged in a consistent and timely manner, donors are properly recognized, and relationships between Lakehead University and its donors are enhanced.

Scope

This policy applies to all donors and their donations to Lakehead University, as well as University representatives responsible for acknowledging, recognizing and stewarding such donors/gifts.

Principles and Responsibilities

Account Managers are responsible for ensuring proper gift acknowledgement, donor recognition, and stewardship of their assigned donors to Lakehead University, and for facilitating gift acknowledgement by additional members of the University community where appropriate.

Where an unsolicited gift of \$5,000 or greater is received, an Account Manager shall be assigned by the Philanthropy Director to ensure that proper acknowledgement, recognition, and stewardship of the donor/gift takes place.

Acknowledgement

All donations received by External Relations shall be recorded in the donor database. A charitable tax receipt, signed by the appropriate director, will automatically be issued for donations of \$20.00 or more, for those gifts that meet Canada Revenue Agency's (CRA) definition of a charitable donation.

In addition to the charitable tax receipt, gifts to Lakehead University shall be acknowledged as follows:

- Account Managers shall provide a personal thank you for all gifts.
- Additionally, acknowledgements for gifts of \$5,000.00 and over shall be provided by the appropriate Dean/Vice-Provost/most senior position, and by the Principal, Orillia Campus for those gifts pertaining to the Orillia Campus.
- Additionally, acknowledgements for gifts of \$25,000.00 and over shall also be provided by the Vice-President External Relations.
- Additionally, acknowledgements for gifts of \$100,000.00 and over shall also be provided by the President and Vice-Chancellor; and,
- Additionally, acknowledgements for gifts of \$1,000,000.00 and over shall also be provided by the Chancellor.

Recognition

Lakehead University wishes to recognize the generosity and commitment of our donors who support the mission of the University with a gift. Recognition is given on the basis of a single payment gift, a contribution pledged over time, or a documented planned gift to the University. A mutually agreed upon recognition plan is outlined in a gift agreement for all contributions of \$5,000.00 or greater.

In the event of an anonymous gift, a donor's wish to remain anonymous, and level of anonymity, shall be honoured.

Stewardship

In addition to gift acknowledgements, the University may recognize donors through a special event or announcement and on-going donor and stewardship opportunities to strengthen the link between the donor and the institution to build trust, credibility and gratitude through acknowledgement, recognition and accountability.

Lakehead University shall provide donors of endowed funds an annual financial report of their fund. In the case of student awards, information about the award recipient shall also be shared annually.

Review Period: 2 years;

Date for Next Review: To be determined;

Related Policies and Procedures: To be determined;

Policy Superseded by this Policy: None.

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