



| | | |
|--|--|-----------------------|
| SUBJECT: Donor Recognition | CATEGORY: Advancement & Alumni | NO. 201 |
|--|--|-----------------------|

PREAMBLE

This policy applies to donations of cash or gift-in-kind that are eligible for a Canada Revenue Agency (CRA) charitable receipt.

Recognition of sponsors (cash or gift-in-kind) and advertisers is governed by the Sponsorship and Advertising policy (204-G) and the sponsorship or advertising agreement.

SIAST recognizes and appreciates the generosity of individuals, businesses and organizations that invest in our students, programs and services. Recognizing donations made by our private supporters demonstrates the importance of these partners in the fulfillment of our mission and the advancement of SIAST.

In keeping with SIAST's values and goals, in accordance with the CRA policy related to charitable giving, and to help SIAST achieve its stewardship and long-term development objectives, this policy will:

- provide appropriate and timely recognition of donations;
- elevate donors' sights and serve as a cultivation tool for larger donations;
- guide the public recognition and acknowledgement of major donors;
- provide public evidence of philanthropic activity that reflects internal and external support for SIAST; and
- encourage others to donate to SIAST.

This policy applies to all donation solicitation activities of SIAST undertaken by SIAST staff and volunteers soliciting donations on behalf of SIAST.

POLICY

SIAST will recognize all donations and/or documented pledges from individuals, corporations, foundations, associations and organization at a level appropriate to the total value of the donation.

The Donor and Alumni Relations office is responsible for ensuring all donors are appropriately recognized in a timely manner and to the extent the donor is willing to be recognized. The Donor and Alumni Relations office will also work with other SIAST departments and units in the administration and implementation of the policy and guidelines.

| | | | | |
|-------------------------------------|---|--------------------------------------|----------------------------------|----------------------------|
| Approved by: President & CEO | Prepared by: Associate Vice-President, Business Development | Date Issued: December 3, 2013 | Supersedes/New Supersedes | Page 1 of 2 #201 |
|-------------------------------------|---|--------------------------------------|----------------------------------|----------------------------|

Donor recognition shall be subject to donor wishes as to confidentiality. Donors requesting anonymity shall be omitted from all public displays and publications.

In the case of approved campaigns, donors will be listed for the full amount of their pledge in the campaign's final report and other places and publications as appropriate.

Gift-in-kind donors will be listed in the appropriate category based on the fair market value of their gift.

In the case of realized bequests, donors will be listed as "The Estate of ...".

The manner of recognition provided to donors will be determined by donor recognition standards developed by the Donor and Alumni Relations office and will be specified in the gift agreement. All gift agreements will be authorized as per SIAST Policy 504-G – Management Authorities Grid.

Per the Gift Acceptance policy (202-G), the Donor and Alumni Relations office is responsible for determining the eligibility of donations for CRA charitable receipts and the issuing of CRA charitable receipts.

| | | | | |
|---------------------------------|---|----------------------------------|------------------------------|------------------------|
| Approved by: President & CEO | Prepared by: Associate Vice-President, Business Development | Date Issued: December 3, 2013 | Supersedes/New Supersedes | Page 2 of 2 #201 |
|---------------------------------|---|----------------------------------|------------------------------|------------------------|