



PHILANTHROPY POLICY

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| Policy Type: | Institutional | Initially Approved: | November 19, 2024 |
| Policy Sponsor: | President and CEO | Last Revised: | November 19, 2024 |
| Responsible Unit: | Vice President, Advancement | Review Scheduled: | November 2029 |
| Approver: | President and CEO | | |

A. OVERVIEW

Philanthropic support is a welcomed and critically important contribution to the achievement of Alberta University of the Arts' (AUArts) mission, vision, and strategic plan. Philanthropy has reputational implications for both the university and philanthropic supporters, and could unintentionally commit the university to liabilities, precedence, and involvement in sensitive issues.

B. PURPOSE

This policy applies to all university philanthropy and philanthropic activities.

AUArts is a registered charity and complies with relevant requirements of the Canada Revenue Agency and other regulatory and legislative bodies.

C. SCOPE

This policy applies to the solicitation, acceptance, and administration of all past, present, and future philanthropy. This policy applies to all AUArts philanthropy undertaken by AUArts employees, students, Board of Governors and volunteers.

D. POLICY STATEMENT

1. ROLES AND RESPONSIBILITIES

- 1.1 **Office of Advancement** is the philanthropy unit of the university.
- 1.2 **Vice President, Advancement** vets and approves any philanthropic activities within their signing authority and seeks approval from the President and CEO or the Board of Governors regarding acceptance of philanthropic activities valued over signing authority and Philanthropic Naming.
- 1.3 **President and CEO** approves philanthropic activities valued over the signing authority of the Vice President, Advancement and in accordance with the Naming Policy and Procedure.
- 1.4 **Board of Governors** approves philanthropic naming as articulated in the Naming Policy.

- 1.5 **Individuals** with approval to engage in philanthropy act under university authority and must proceed in coordination with the Office of Advancement.

2. PRINCIPLES

- 2.1 Philanthropic support is essential and valuable to the university in support of AUArts' mission, vision and values and in achievement of its strategic plan.
- 2.2 Collaboration throughout the university is required to ensure philanthropy is beneficial for the university and to meet the obligations of all philanthropic gift agreements
- 2.3 Utmost confidentiality with respect to handling of all donor information and any wishes for anonymity must be upheld.
- 2.4 Clarity, transparency, and consistency are fundamental to the act of accepting philanthropic gifts.
- 2.5 AUArts is a registered charity and complies with relevant requirements of the Canada Revenue Agency and other regulatory and legislative bodies.
- 2.6 Reporting to the Board on philanthropic activities occurs regularly.
- 2.7 Philanthropy adheres to university policies and procedures.

1. APPLICATIONS

- 1.1 This policy applies to all elements of philanthropy, including:
 - a) Acceptance of any philanthropic gifts.
 - b) Appeals, campaigns, applications for philanthropic support.
 - c) Management of volunteers to assist with philanthropy.
 - d) Management of philanthropic prospects and research.
 - e) Naming in recognition of philanthropy. See Naming Policy and Naming Procedure.
 - f) Processing, reporting and management of philanthropic gifts.

2. EXCEPTIONS

- 2.1 This policy does not apply to the Government of Alberta operating grant, grants from any level of government that are not relevant to philanthropy, academic program and project grants, or capital facilities grants.

E. DEFINITIONS

Board of Governors: Governing body of Alberta University of the Arts according to the Post-Secondary Learning Act accountable to the people of Alberta through the Minister of Advanced Education.

Employee: Anyone who receives a wage or salary from Alberta University of the Arts.

Philanthropic Efforts: Act of seeking philanthropic support for the benefit of Alberta University of the Arts. Also known as "fund raising", "community relations", "friend raising", "fund development".

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| Philanthropic Gift Agreement: | A document executed between the philanthropist and Alberta University of the Arts, outlining the terms of the gift of philanthropy. Also known as a “Gift Agreement”. |
| Philanthropy: | A gift made by an individual, foundation, corporation or organization that supports the achievement of AUArts’ mission, vision and strategic plan. This can be in the form of a contribution of cash, gifts-in-kind, gifts-of-service, securities, bequests, life insurance, real estate, insurance, bequests, annuities, trusts, grants, sponsorship, community collaborations or projects. These contributions may or may not be for one-time use, restricted use, or any other agreements made. Also known as “donation”, “charity”, “gift”, “contribution”. |
| Philanthropist: | An individual, foundation, corporation or organization that contributes a gift for the benefit of the University and its students, alumni, faculty, staff and volunteers. Also known as “donor”, “sponsor”, “partner”, “contributor”. |
| Student: | Anyone who is currently paying tuition for a course from Alberta University of the Arts. |
| Volunteer: | A person who performs willingly and without pay a service or another undertaking in an official short- or long-term role at Alberta University of the Arts. |

F. RELATED POLICIES

- Code of Conduct Policy
- External Relations Policy
- Naming Policy
- Financial Management Policy
- Philanthropy Acceptance Policy

G. RELATED LEGISLATION

- Alberta Charitable Fundraising Act
- Association of Fundraising Professionals Code of Ethical Standards
- Canada Income Tax Act (Canada Revenue Agency)
- Post-secondary Learning Act (Alberta)

H. RELATED DOCUMENTS

- Endowment Management Procedure
- Naming Procedure
- Legislative Compliance Procedure
- Philanthropy Acceptance Procedure
- Philanthropy Agreement

I. REVISION HISTORY

| Date (mm/dd/yyyy) | Description of Change | Sections | Person who Entered Revision (Position Title) | Person who Authorized Revision (Position Title) |
|------------------------------|----------------------------------|-----------------|---|--|
| 11/19/2024 | NEW Policy | All | Vice President, Advancement | President and CEO |
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