



PHILANTHROPY PROCEDURE

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

A. PURPOSE

The Philanthropy Procedure outlines how the Philanthropy Policy is implemented.

B. PROCEDURES

1. ROLES AND RESPONSIBILITY

- 1.1 All philanthropic efforts, regardless of the size and scope, are managed by the Vice President, Advancement and require approval from the President and CEO and the Board of Governors where authorization thresholds have been established.
- 1.2 While the Vice President, Advancement manages philanthropic efforts, successful philanthropy requires collaboration and effort from many stakeholders. The university community is encouraged to explore ideas for programming, education and profile, and bring forward opportunities and potential supporters for discussion with the Vice President, Advancement.
- 1.3 Should philanthropic support be secured, the accountability for the implementation of the ideas and opportunities rests with the oversight area, including achieving targets or commitments as outlined in any Philanthropic Gift Agreement with the philanthropist.
- 1.4 The Office of Advancement in consultation with members of the President and CEO's Cabinet, as appropriate, considers decisions based on alignment with university mission, vision and values, the ability to make progress towards fulfilling the objectives of the strategic plan, reputational impact, and university capacity, recognizing that collectively there may not be sufficient human resources or budget to pursue all opportunities, regardless of their benefit.
- 1.5 The Office of Advancement ensures that philanthropic gifts are appropriately and consistently recognized and records are kept in accordance with applicable regulations and university policies and procedures.

2. TYPES OF PHILANTHROPIC OPPORTUNITIES

- 2.1 The following philanthropic investments may be considered for acceptance by the university through the Office of Advancement:

- a) Donations of cash, securities, real estate, bequests, insurance
- b) Student scholarships, bursaries and awards
- c) Grants from corporations, foundations or government
- d) Sponsorships
- e) Gifts-in-Kind
- f) Gifts-of-Service
- g) Community partnerships
- h) Events related to raising philanthropic support
- i) Opportunities for paid (i.e. salary and/or honorarium student, faculty and/or alumni work experiences that offers AUArts recognition
- j) Exceptions: Government of Alberta operating grant, grants from other levels of government not related to philanthropy, academia grants, capital or facilities grants

C. DEFINITIONS

Philanthropic Efforts:	Act of seeking philanthropic support for the benefit of Alberta University of the Arts. Does not include base operating grants from the Government of Alberta. Also known as “fund raising”, “community relations”, “friend raising”, “fund development”, “philanthropy”.
Philanthropic Agreement:	A document executed between the philanthropist and Alberta University of the Arts, outlining the terms of philanthropy.
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 and 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.

D. RELATED POLICIES

- Code of Conduct Policy
- External Relations Policy
- Financial Management Policy
- Philanthropy Acceptance Policy
- Respectful Workplace Policy

E. 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)

F. RELATED DOCUMENTS

- Legislative Compliance Procedure
- Philanthropy Acceptance Procedure
- Philanthropy Agreement
- Respectful Workplace Procedure

G. 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 Procedure	All	Vice President, Advancement	President and CEO