

<b>University of Prince Edward Island Policy</b>		<b>Policy No.</b> admadvgnl0003	<b>Revision No.</b> 1
<b>Policy Title</b> Fund-Raising Policy: Approval and Prioritization of Fund-Raising Projects		<b>Page 1 of 3</b>	
<b>Creation Date</b> January 14, 1999	<b>Version Date</b> December 18, 2009		
<b>Authority</b> UPEI Board of Governors	<b>Review Date</b> December 18, 2012		
<b>Responsibility</b> Department of Advancement		<b>Access</b> W	

**1 Purpose**

1.1 The Department of Advancement is responsible for all UPEI fund-raising efforts. To avoid an excessive number of solicitations to donors and to maximize the effectiveness and efficiency of the department’s resources in raising funds for the benefit of the University, all development activities must be coordinated through Advancement.

**2 Scope**

2.1 This policy applies to all UPEI Units and personnel other than research grant or contract proposals coordinated through the Office of Research and Development.

**3 Responsibility**

- 3.1 Advancement, reporting to the President of UPEI, will serve as the coordinating body for fund-raising projects and solicitation of gifts from private individuals, foundations, businesses, corporations, and organizations.
- 3.2 Advancement will assume prime responsibility in achieving the fund-raising goals outlined in the annually published list of UPEI’s major fund-raising projects, i.e. the University’s Case Statement.
- 3.3 Advancement is also solely responsible for issuing charitable tax receipts for all charitable gifts received by the University, in compliance with the requirements of the Income Tax Act, and in accordance with the procedures established by the University

**4 Policy**

- 4.1 All requests to initiate fund-raising projects must first be approved through regular reporting channels by the appropriate Department Chair or Director through their Dean or VP and then forwarded to the Director of Advancement. (See Appendix).
- 4.2 Requests will be reviewed by the President, in consultation with the Director of Advancement, the VP, Finance & Facilities, the UPEI Senior Management Group and others, as deemed appropriate. Decisions will fall into one of four categories:
  - 4.2.1 The Request is approved to be included in the University’s Case Statement, and fund-raising for the project becomes the responsibility of Advancement and fund-raising staff;
  - 4.2.2 The Request is approved but is not included on the University’s Case

<b>Policy Title:</b> Fundraising Policy: Approval and Prioritization of Fundraising Projects	<b>Document Number:</b> admadvgnl0003 <i>Page 2 of 3</i>
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Statement, and fund-raising for the project becomes the responsibility of the originating office in close liaison with Advancement;

4.2.3 The Request is deferred for future consideration;

4.2.4 The Request is not approved.

4.3 The prioritized list will be presented for final approval to UPEI's Board of Governors.

## 5 Timelines

5.1 Requests for fund-raising projects are accepted for review and decision at any time during the year. However, in order to assist in long-term planning in approaching donors, Advancement, in consultation with the UPEI Senior Management Group, will publish an annual University Case Statement at the beginning of each academic year, which will outline UPEI's current fund-raising priorities.

5.2 In order to be included in the annually published University Case Statement, approved requests must be received by the Director of Advancement no later than April 30<sup>th</sup>. Review and setting of priorities will occur and the UPEI Case Statement prepared for September of each year.

5.3 Please be assured that requests approved after this date, while not listed in the annual University Case Statement, will still be included in appropriate donor approaches throughout the year.

## Appendix

(Sample Fund-Raising Request Form)

### **Fund-Raising Request Description:**

Prior to the Fund-raising Request being presented to the President for review, the Director of Advancement will require the following information approved by the highest reporting authority of the Unit:

### **Name of Fund-Raising Project:**

### **Primary Contact for Fund-Raising Project:**

### **Funds Required for:**

<b>Policy Title:</b> Fundraising Policy: Approval and Prioritization of Fundraising Projects	<b>Document Number:</b> admadvgnl0003 <i>Page 3 of 3</i>
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**Funding amount requested:**  
(together with budget information)

**Details of the Project:**  
(history, previous funders/donors if applicable, timelines, beneficiaries, etc.)

**Proposed Donors:**  
(including foundations, corporations, individuals, etc.) Please note that some prospects may already be identified for other projects and any proposed donors will require clearance.

**Benefit for the Donor:**  
(promotional and/or recognition opportunities)

**Benefits to the Community:**  
(how this project's accomplishments will benefit the University community and, if applicable, the Island community and/or others)

Approved by: \_\_\_\_\_

Date: \_\_\_\_\_