POLICY:		POLICY NUMBER:
Donor Relations – Development Activities		**ER-4**
		PREVIOUS/REPLACES: **Donor Relations – Development Activities**
APPROVED BY: **Executive Council**	EFFECTIVE DATE AS OF: **March 28, 2025**	PRIOR VERSIONS: **June 26, 2019** **December 6, 2016**

1. Policy Statement:

The Manitoba Institute of Trades and Technology (MITT) will establish a culture of advancement with alumni, staff, students, industry and other key stakeholders to build resources to develop and support relevant programming, capital needs, program development, scholarships, bursaries and other resource-driven assets.

MITT is currently registered with Canada Revenue Agency as The Manitoba Institute of Trades and Technology Trust Fund. This policy has been established to:

- Provide guidelines to facilitate development activities that support the strategic plan, operations and new opportunities at MITT; and
- Encourage appropriate fundraising activities.

a) Donations can be received in many forms, including the following:

- Monetary
- Gift-in-Kind (see Donor Relations – Acceptance, Acknowledgement, and Stewardship of Gifts).
- Donation of assets, stock or real estate
- Bequests
- Other

b) Donors to MITT can expect the following:

- A designated contact at MITT
- Tax Receipts – Tax receipts will be issued under the guidelines of Canada Revenue Agency
- Stewardship Reports – annual statements on the use and growth of their Gift(s)

c) Within specified guidelines, MITT has the discretion to offer the following to Donors:

- Naming Rights – For donors and to honor of those who have made exceptional contribution to MITT or community (See Donor Relations – Capital Asset Naming Rights Policy).

- Named funds - MITT has the right to establish scholarship and bursary funds in an agreed upon name between the Donor and MITT. Donor anonymity can be protected by choosing a name other than an individual or corporation's name. A specified minimum amount would be required to name a fund.

d) MITT can receive funding in the following forms however they are not considered donations and are not eligible for a tax receipt.

- Special Events – These are one time or on-going activities designed to raise funds and create awareness of MITT. Tax receipts are only eligible for the difference between the ticket price and the value of the benefit (E.G. cost of the event meal ticket).

- Sponsorship – This is a contractual arrangement between MITT and another entity that provides recognition or promotion opportunities for the sponsor and in return garners financial support to MITT. These are often sought for special events. Tax receipts are not provided for sponsorship arrangements as this form of activity is marketing based and does not qualify as a charitable donation.

e) MITT may also benefit from matching opportunities through the Manitoba Scholarship and Bursary Initiative. The Province of Manitoba provides a percentage of matching donations to post-secondary institutes in Manitoba as a benefit to institutions to create leverage for donations for scholarships and bursaries.

2. Scope:

This policy applies to all MITT employees and volunteers who have any involvement in donor relations.

3. Procedure:

The Director of Alumni and Donor Relations is responsible for the coordination of all development activities including:

- All matters relating to fundraising for any purpose;
- Coordinating the efforts of MITT to increase funds raised for MITT;
- Administering all gifts donated to MITT in partnership with the finance department;
- Acknowledging gifts to both donor and the recipient at MITT;
- Fostering relationship building with constituents and stakeholders of MITT including alumni and industry.

All fundraising activities must receive prior approval from the Vice-President, External and Corporate Affairs.

While faculty and staff are encouraged to cultivate potential donors, no person shall solicit donations on behalf of MITT without the approval of the Director of Alumni and Donor Relations in cases where a prospective donor approaches a member of MITT, the information must be communicated to the Director of Alumni and Donor Relations to ensure consistency with application of all MITT policies.

- Donors will not receive preferential treatment.
- A major capital campaign requires approval by the Board of Governors.
- Any donations that involve naming rights will be administered through the Capital Asset Naming Rights Policy.

Disclosure of Information: MITT will ensure compliance with the *Freedom of Information and Protection of Privacy Act* and MITT's Privacy and Access to Information Policy. The donor shall be awarded full protection of all applicable statues. MITT may only disclose personal information for fundraising purposes if the disclosure is for information in alumni records and is reasonably necessary for the fundraising activity. In such instances the following steps must be taken:

- Provide notice to the contacted person at first contact of their right to request that the solicitation stop;
- Provide similar notices periodically when making additional solicitation approaches to the individual;
- Periodically publish a general notice on an individual's right to request that fundraising solicitation cease (e.g., MITT's website or other printed publication); and
- If asked to cease soliciting for fundraising, MITT must stop approaching the individual.

4. Administration:

The Director of Alumni and Donor Relations is responsible for administration of this policy.

5. Review:

This policy will be reviewed by Executive Council every five years.

This policy shall remain in effect until amended or revoked regardless of the five-year review.

6. Reference:

Conflict of Interest Policy
Disposal of Surplus Assets Policy
Donor Relations – Acceptance, Acknowledgement, and Stewardship of Gifts Donor Relations – Capital Asset Naming Rights
Canadian Anti Spam Legislation (CASL)
The Freedom of Information and Protection of Privacy Act and Regulations (FIPPA)

7. Definitions:

Bursaries: A financial payment or other aid to support a student's education based on financial need which does not need to be paid back. It may be dependent on satisfactory academic progress.

Development Activities: The on-going coordination of all aspects of a continuous fundraising program including relationship building.

Gift: A gift is "a voluntary transfer of property without valuable consideration of the donor", as defined by the Canada Revenue Agency. A gift is made in any circumstance where all three of the conditions listed below are satisfied:

- A donor transfers some property, to a registered charity and the Institute accepts the gift.
- The gift is strictly voluntary.
- The eligible amount of the gift is ascertainable.

In-Kind Gift: This is a gift of property that is not cash. They cover items such as equipment, securities, and artwork. A contribution of service does not qualify as a gift or in-kind for purposes of issuing official donation receipts.

Scholarships: A financial payment or other aid made to support a student's education awarded on the basis or academic or other achievement.