**Durham College Alumni Association**

**Requests for Donations or Sponsorship**

**Policy/Procedure**

**Introduction**

The Durham College Alumni Association (DCAA) exists to provide programs and activities that serve Durham College alumni and support, improve, and serve the College. The DCAA [constitution](https://durhamcollege.ca/wp-content/uploads/2021-09-15-DCAA-Constitution.pdf) outlines the association’s purpose, vision and mission.

DCAA activities are guided by the constitution and a [strategic plan](https://durhamcollege.ca/wp-content/uploads/DCAA-Strategic-Plan-Final-1.pdf), which is updated every three years. Monies raised through affinity programs and other revenue sources are used to fund these activities.

From time to time, requests are received from elsewhere in the Durham College community to support initiatives not initiated by the DCAA. This document provides guidance on how requests for support are considered.

Durham College and the DCAA strive to promote respect, as well as maintain and advocate for a diverse and inclusive environment for all regardless of race, sex, religion, gender identity or gender expressions, ethnic background, socio-economic class, ability, or sexual orientation.

**Evaluation Process**

The DCAA is an unincorporated association that operates without profit. Any monies spent by the association undergo a rigorous evaluation process by the DCAA Board of Directors to ensure the utmost responsibility and accountability. Requests to support activities not initiated by the DCAA undergo the same rigorous evaluation, to consider how funds may be used and ensure they are in alignment with the DCAA constitution and strategic plan.

**Evaluation Criteria**

All requests for support are reviewed and evaluated by the DCAA Board of Directors against set criteria. See Appendix A for the Evaluation Criteria Checklist. Primarily, requests are reviewed against the purpose, vision and mission of the DCAA (as outlined in the constitution) to determine if the initiative aligns with the mandate and further supports the DCAA strategic plan.

**Program Requests**

Given the difficulty in evaluating Capstone projects which vary with each program, program requests will be considered if they meet the criteria in this document. Applicant to demonstrate benefit to the DCAA, how it involves alumni and students (especially graduating students) and a Program Manager or DC Employee will be responsible for management of funds allocated. Summary report to be submitted by the applicant to the DCAA Board after activity detailing how funds were spent and results achieved.

**Application Process**

Eligible applicants interested in requesting support are to contact the Alumni Office at [alumni@durhamcollege.ca](mailto:alumni@durhamcollege.ca) to obtain the Application for Donation/Sponsorship Requests which outlines the application guidelines, evaluation criteria and process. Requests are submitted to the DCAA President, on behalf of the Durham College Office of Development and Alumni Affairs.

The majority of initiatives that receive support are one-time requests; only in rare cases does the DCAA make a multi-year commitment of support.

**Application Timing**

Requests can be submitted any time during the year; however:

* The DCAA Board of Directors approves an annual budget each October. The total funds to be made available to support non-DCAA activities are decided as part of the budgeting process and may vary each year depending on the association’s priorities.
* The DCAA board meets five times per year - October, November, January, April and May. Requests may be considered at the next scheduled DCAA Board of Directors meeting or in between Board meetings by the Executive Committee. Applicants are encouraged to submit requests well in advance of their initiative, to ensure a timely decision.

**Ineligible Activities**

There are circumstances in which a request will be deemed ineligible for consideration, such as when an application is for:

* an individual;
* a trip or tour;
* core or operating funding at another organization;
* political parties, riding associations and candidates, as per provincial legislation; and/or
* requests from organizations outside of the Durham College community[[1]](#footnote-1).

**Application for Donation/Sponsorship Request**

**Introduction**

The Durham College Alumni Association (DCAA) exists to provide programs and activities that serve Durham College alumni and support, improve, and serve the College. The [DCAA constitution](https://durhamcollege.ca/wp-content/uploads/2015-09-16-dcaa-constitution-final.pdf) outlines the association’s purpose, vision and mission. DCAA activities are guided by the constitution and a [strategic plan](https://durhamcollege.ca/wp-content/uploads/2018-July-18-DCAA-Strategic-Plan-FINAL-website-version.pdf), which is updated every three years. Monies raised through affinity programs and other revenue sources are used to fund these activities.

Durham College and the DCAA strive to promote respect, as well as maintain and advocate for a diverse and inclusive environment for all regardless of race, sex, religion, gender identity or gender expressions, ethnic background, socio-economic class, ability, or sexual orientation.

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* a trip or tour;
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* political parties, riding associations and candidates, as per provincial legislation; and/or
* requests from organizations outside of the Durham College community[[2]](#footnote-2).

**Application Process and Content**

Eligible applicants interested in requesting support should provide a submission that includes the following information:

* Name of applicant
* Date of event
* Description of activity
* Budget for event or initiative
* Department/DC employee responsible for managing funds
* Support/Amount requested

In addition to the above information, and to ensure thorough consideration, applicants may wish to also provide information that explains:

* How the initiative aligns with and/or furthers the purpose, vision and mission of DCAA as outlined in the constitution and strategic plan
* Opportunities for involvement and participation by Durham College alumni and students
* Opportunities for promotion and exposure of Durham College and/or DCAA
* Opportunities to provide in-kind support for initiative (beyond financial)
* Names of other donors/supporters of the initiative, including whether Durham College has been approached for support

Requests should be submitted to [alumni@durhamcollege.ca](mailto:alumni@durhamcollege.ca) and addressed to:

DCAA President, Board of Directors

Durham College

Office of Development and Alumni Affairs

2000 Simcoe Street North

Oshawa, Ontario

L1G 0C5

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**Appendix A**

**Durham College Alumni Association  
Request for Donations or Sponsorship - Evaluation Criteria Checklist**

The purpose of the DCAA is to provide programs and activities that can regularly serve past and present alumni and to support, improve and serve the College. The vision of the DCAA is to promote the exposure of the Alumni Association and Durham College through an engaging and beneficial link between Durham College and its alumni community.

The checklist is a tool to assist in evaluating requests for sponsorship or donation received by the DCAA. Please review the request and identify evidence of how the request meets each criterion, assigning a numerical value (ranging from 0 to 5) for each.

**Name of Applicant/Initiative:**

**Date Request Received:**

|  |  |  |
| --- | --- | --- |
| **Evaluation Criteria** | **Evidence of Meeting Criteria** | **Score (0–5)** |
| *0 = no evidence request meets criterion*  *5 = high level of evidence request meets criterion* | | |
| Alignment with/ furthering the purpose, vision and mission of the DCAA as outlined in the:   * DCAA constitution * DCAA strategic plan | Does this request encourage and develop mutually beneficial professional relationships between current students and alumni and act as ambassadors for the college?    Does this request promote and encourage current students and alumni to fully participate in social and professional development activities?  Does this request generate funding for scholarships, bursaries and special projects?  Does this request contribute to the growth and prestige of the college?  Does this request build a sense of community among alumni by keeping them informed of college and alumni news and advocating on behalf of the alumni?  Does this request support activities which are in direct alignment with the Durham College Alumni Association mission statement as detailed above? |  |
| Evidence the applicant has reviewed/considered the DCAA constitution and strategic plan | 1. No evidence of consideration 2. Little evidence of consideration 3. Some evidence of consideration 4. Has clearly considered the DCAA constitution and Strategic Plan 5. Has clearly considered and is intricately part of the proposal |  |
| Opportunity for promotion/exposure of:   * DCAA * Durham College | 1. Little or no opportunity for promotion or exposure of DCAA and Durham College 2. Some opportunity for promotion or exposure of DCAA and Durham College but it’s unclear exactly how 3. Opportunity for exposure for one of DCAA and Durham College but not both 4. Decent opportunity for promotion and exposure for DCAA and Durham College 5. Very good opportunity for promotion and exposure for DCAA and Durham College |  |
| Extent of reach of initiative (e.g. supporting and/or involving DC alumni and students, estimated number of people, geographical reach) | 1. Zero impact and/or reach 2. Low impact and/or reach – this opportunity will involve a limited number of alumni , students and/or community 3. Moderate impact and/or reach – this opportunity will involve a number of alumni, students and local community 4. Substantial impact and/or reach – this opportunity will impact/involve a significant number of alumni, students and/or local and regional community 5. Very substantial impact and/or reach – this opportunity will impact/involve a significant number of alumni, students, local, regional and international community |  |
| Opportunities for alumni participation (mentorship, attendance) | 1. Zero opportunity for alumni participation and/or mentorship 2. Low – potential for participation and/or mentorship but unclear as to how 3. Moderate – some opportunity for participation/mentorship from alumni but not significant 4. Substantial – multiple opportunities for participation and mentorship from alumni 5. Very substantial - opportunities for participation and mentorship from alumni |  |

|  |  |  |
| --- | --- | --- |
| Opportunities for in-kind support other than financial | 1. Zero opportunity for in-kind support 2. Little opportunity but there are possibilities 3. Some opportunity for in-kind support 4. Clear opportunities for in-kind support 5. Extensive opportunities for in-kind support |  |
| Alignment between DCAA and other donors/ supporters of initiative | 1. Zero Alignment 2. Very little alignment but potential for donor support 3. Some alignment between DCAA and other donor supporters 4. Clear opportunities and alignment with DCAA and other donors/supporters of the initiative 5. Extensive opportunities and alignment with DCAA and other donors/supporters of the initiative |  |
| Is Durham College involved and/or supporting the initiative? Has the College been approached for support? | 1. Durham College will not support this initiative 2. Durham College has yet to support this event but still may 3. Durham College has supported this initiative in principle but not given any financial support 4. Durham College has supported this initiative and given financial support 5. This is a fully supported Durham College event both financially and socially |  |

Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Unless the applicant can demonstrate the benefit to the DCAA and how it involves alumni and/or students. [↑](#footnote-ref-1)
2. Unless the applicant can demonstrate the benefit to the DCAA and how it involves alumni and/or students. [↑](#footnote-ref-2)