Durham College Policy and Procedure

TYPE:	Administrative
TITLE:	Donor Stewardship and Recognition
NO.:	ADMIN-258
RESPONSIBILITY:	Vice President, Corporate Services + Chief Financial Officer
APPROVED BY:	Durham College Leadership Team
EFFECTIVE DATE:	November 2026

1. Introduction

Durham College (DC) is committed to building and sustaining meaningful relationships with donors through thoughtful, timely, and transparent stewardship. Donor stewardship is an essential component of the College's philanthropic activities and demonstrates the impact of charitable contributions.

The College's approach to donor stewardship is grounded in three core activities:

- Acknowledgement; expressing appreciation for gifts and recognizing the generosity of donors.
- Recognition; providing appropriate opportunities to recognize donors and their contributions, in accordance with donor preferences and College policies.
- Reporting impact; demonstrating how gifts are used and the difference they make, while providing opportunities for donors to remain connected to the College.

Through these activities, DC seeks to foster trust, demonstrate accountability, and encourage long-term philanthropic relationships.

2. Purpose

The purpose of this policy and procedure is to establish a consistent, transparent, and relationship-focused approach to donor stewardship and recognition at Durham College.

This policy and procedure establishes the College's commitment to:

- Providing acknowledgment and recognition to donors in a timely manner;
- Demonstrating transparency, accountability, and responsible stewardship of donated funds and other gifts;
- Providing donors with assurance that gifts are being used for intended purposes;
- Recognizing and respecting donor preferences regarding public acknowledgement, privacy, and anonymity.

- Provide opportunities to engage in conversations relating to the priorities and future of DC.

3. Definitions

Refer to Durham College's Standard Definitions.

4. Policy statements

4.1. Durham College will acknowledge all donations received in a timely and appropriate manner. Acknowledgement activities will reflect the nature of the gift and applicable requirements for charitable receipting, where eligible.

4.2. The College will provide appropriate opportunities to recognize donors in accordance with the value and nature of their contributions, donor preferences, applicable gift agreements and College policies.

4.2.1. Donor recognition may include public acknowledgement, physical recognition, naming opportunities, and invitations to College activities. Stewardship activities may also include personalized communications, impact reports, campus tours, and meetings with College representatives.

4.2.2. Recognition will be undertaken with appropriate consideration for donor privacy, anonymity, and consent.

4.2.3. Donor stewardship will be informed by the amount and purpose of a gift, as well as the donors interests and relationship with the College. While gift value will inform the level of stewardship provided, the College recognizes that all donors make valuable contributions and will provide appropriate stewardship regardless of gift amount.

4.2.4. Naming opportunities associated with philanthropic contributions will be considered in accordance with the College's applicable naming policy, approved gift agreement, and established approval authorities. Minimum gift thresholds do not guarantee a naming opportunity. All naming opportunities remain subject to institutional approval, availability, and suitability.

4.2.5. The Associate Vice-President, Advancement and Alumni Relations will be responsible for providing strategic oversight of donor stewardship and recognition practices, in consultation with appropriate members from DCLT.

5. Procedure

5.1. All donors will receive the following minimum stewardship, regardless of the amount donated:

Action	Timeline	Responsibility
Electronic thank you letter & tax receipt	7-10 business days	Development Officer
Donor Impact Report or equivalent communication	Annually	Development Officer
Online donor listing, subject to donor consent	Annually	Development Officer

5.2. Additional Donor Recognition

In addition to the minimum stewardship outlined above, donors may receive additional stewardship based on the cumulative value of their giving and the nature of their contributions.

The following framework establishes the standard stewardship approach. Activities may be adjusted to reflect donor preferences, gift restrictions, operational capacity, and the appropriateness of the opportunity.

$1,000-$9,999

All above plus:

- Durham College's annual business report with personal message from the Associate Vice-President, Advancement and Alumni Relations.
- Annual check in from the assigned relationship manager, where applicable.

$10,000-$24,999

All above plus:

- Listing on campaign donor wall as appropriate.
- Opportunity to attend a personal campus tour facilitated by the Advancement and Alumni Relations team.
- Invitation to annual stewardship event, if applicable.

$25,000-$249,999

All above plus:

- Invitations to college activities as appropriate, which may include the campus cup, special announcements and events.
- Naming opportunity in-line with the College Donor Naming Policy.

$250,000+

All above plus:

- Invitation for personal campus tour hosted by College President.
- Naming opportunity in-line with the College Donor Naming Policy.

5.3. Naming Opportunity Guidelines - Capital

Naming Giving Opportunity		**Minimum Threshold**
Large Static Area	Building	$3,000,000
	Floor	$1,000,000
	Signature Initiative	$250,000
Functional Areas	High Traffic Area (service desk)	$150,000
	Large Teaching Areas	$100,000
	Classrooms	$50,000
	Small Common Areas	$25,000
	Administrative Offices	$10,000
Donor Walls		
Capital Campaign	Building	$10,000

Plaque Recognition	
Donation Amount	**Plaque Size**
$10,000-$24,999	10”x 5”
$25,000-$49,000	10”x 10”
$50,000-$99,999	10” x 15”
$100,000-$249,999	10” x 20”
$250,000 +	Custom

5.4. Naming Opportunity Guidelines – Student Awards

Donors who choose to fund bursaries and scholarships will receive the same donor recognition as capital donors with the exception of naming opportunities. Student award donors will be able to attach their name to their student award for the duration of the award distribution. They will also be invited to the Donor Stewardship event that takes place annually.

Named Giving Opportunity	Minimum Threshold
Endowment – principle is invested in perpetuity with interest being awarded to students.	$25,000
Expendable – contribution is depleted over time until the amount donated reaches zero.	$5,000

6. Accessibility for Ontarians with Disabilities Act considerations

Accessibility for Ontarians with Disabilities Act (AODA) standards have been considered in the development of this policy and procedure and it adheres to the principles outlined in the College’s commitment to accessibility as demonstrated by the Multi-Year Accessibility Plan.

7. Non-compliance implications

Non-compliance with this policy could result in reputational harm to the College or Foundation. It could also result in lost revenue if donors are not provided with adequate stewardship.

8. Related forms, legislation or external resources

- Durham College's Gift Acceptance Policy
- Durham College's Honorific Naming Policy