

<b>TYPE:</b>	Administrative
<b>TITLE:</b>	Donor Stewardship
<b>NO.:</b>	ADMIN-258
<b>RESPONSIBILITY:</b>	President & Associate Vice-President Development and Alumni Affairs
<b>APPROVED BY:</b>	Durham College Leadership Team
<b>EFFECTIVE DATE:</b>	November 2020
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<b>REVIEW DATE:</b>	November 2023

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## 1. Introduction

Durham College (DC) is committed to providing donor stewardship by strengthening relationships with our donors and their engagement in the College through:

- acknowledgement;
- recognition; and
- reporting impact.

## 2. Purpose

The purpose of this policy and procedure is to outline DC's commitment to:

- providing acknowledgement and recognition to donors;
- demonstrating transparency and accountability;
- providing assurance that gifts are being used for intended purposes;
- providing 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.

4.2. The level of stewardship activity for a particular donor is by the amount donated.

## 5. Procedure

5.1. All donors regardless of the amount donated will receive:

Action	Timeline	Responsibility
Hand signed thank you letter & tax receipt	5 business days	Donor Relations and Operations Officer
Thanksgiving Day card	Annually	Donor and Community Stewardship Officer
Donor Impact Report	Annually	Donor and Community Stewardship Officer
Online donor listing	Annually	Donor and Community Stewardship Officer

5.2. Additional Donor Recognition

As the amount of the donation increases, so too will the stewardship activities.

### **\$1,000-\$9,999**

*All above plus:*

- Personal phone call facilitated by Donor and Community Stewardship Officer
- Receipt of annual impact report.

### **\$10,000-\$24,999**

*All above plus:*

- Listing on campaign donor wall as appropriate.
  - Opportunity to attend a personal campus tour facilitated by Donor and Community Stewardship Officer.

### **\$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:*

- Personal campus tour and reception 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
<b>Donor Walls</b>		
Capital Campaign	Building	\$5,000
<b>Plaque Recognition</b>		
<b>Donation Amount</b>		<b>Plaque Size</b>
\$10,000-\$49,999		10"x 5"
\$50,000-\$99,999		10"x 10"
\$100,000-\$249,999		10" x 15"
\$250,000-\$499,999		10" x 20"
\$500,000		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/Student Awards event that takes place annually.

<b>Named Giving Opportunity</b>	<b>Minimum Threshold</b>
Endowment – principle is invested in perpetuity with interest being awarded to students.	\$10,000
Expendable – contribution is depleted over time until the amount donated reaches zero.	\$2,500

#### 6. Roles and responsibilities

- 6.1. The associate vice-president, Development and Alumni Affairs is authorized to negotiate gifts and prepare gift agreements with prospective donors.
- 6.2. The president and the associate vice-president, Development and Alumni Affairs will approve all gift agreements.

#### 7. 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 Accessibility Plan (ADMIN-203).

#### 8. 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.

#### 9. Communications plan

- A message will be posted on ICE alerting employees when new or revised policies and procedures are added to ICE.

#### 10. Related forms, legislation or external resources

None.