

# #13 Philanthropic Support

## BOARD POLICY

**Board Approval:** October 1, 2019  
**Effective Date:** October 1, 2019  
**Amendment Date:** N/A  
**Review Date:** March 1, 2021

## PURPOSE

This Policy presents the guidelines for the development of processes to support a culture of philanthropy in alignment to the core mission, vision, and values of our organizations and to ultimately contribute to the learning and overall success of our students.

## DEFINITIONS

**Bequest** – an asset (monetary or in kind) donated through a will or estate. This type of Gift may also be referred to as a planned Gift or estate Gift.

**Board** – the Boards of Governors/Directors of HLG

**Council for the Advancement and Support of Education (CASE)** – the global association for professionals in advancement—alumni relations, communications, fund development, marketing, and advancement services—who share the goal of championing education to transform lives and society.

**CRA** – Canada Revenue Agency.

**To Endow** – to restrict a fund so that only the investment income, and not the principal, is used for charitable purposes.

**Gift** – a voluntary exchange in which the values and aspirations of a donor are matched with the values and aspirations of a charity, with no expectation of any advantage or benefit for the donor.

**Gift in Kind** – a donation of property or services, distinct from a donation of stocks or cash.

**HLG** – Headwater Learning Group, the term for three charitable organizations: Calgary Academy Society, Headwater Learning Foundation, and Headwater Learning Solutions Foundation.

**Pledge** – a promise or agreement to make a financial Gift.

**Philanthropy** – the desire to promote the welfare of others, expressed especially through donations.

**Restricted Gift** – a donation that is tied to a specific purpose, for instance for a new building project. These Gifts must be kept in a separate account and cannot be used for the general purposes of the charity.

**Unrestricted Gift** – a donation made by a donor which carries no specific limitations and can be used at the best judgement of the CEO for the furtherance of the HLG mission and vision.

## GUIDELINES

1. Philanthropy will be an integral component of the cultural fabric of HLG. We embrace community support, strive to make our community a better place and be strong global citizens.
2. HLG has an ongoing Philanthropic giving program to support the fulfillment of HLG's mission and vision.
3. All Employees and Representatives of HLG should endeavor to assist donors in accomplishing their philanthropic objectives as they support the mission, vision and values of HLG through a collaborative and donor-centric approach.
4. HLG is committed to the highest ethical standards. HLG will adhere to the CASE Statement of Ethics and the Principles of Practice for Fundraising Professionals at Educational Institutions.
5. Information concerning all communications and transactions between a donor and HLG will be held in strict confidence and may be publicly disclosed only with the permission of the donor or as required by law. HLG will respect and fulfill requests for anonymity as far as is permissible by law.
6. Each prospective donor will be informed that HLG does not provide legal, tax or financial advice, and will be encouraged to discuss all charitable Gift planning decisions with his or her legal, financial or tax advisor before entering into any commitment to make a Gift to HLG.
7. The Board directs the CEO to establish and maintain relevant procedures related to CRA regulations and industry best-practices.
8. The Board may approve the naming of physical spaces, entities, projects or awards in recognition of donations. A schedule of naming opportunities and donation amounts associated with each opportunity will facilitate proposals to prospective donors.
9. The Board may Endow donor funds in order to extend the life of the gift to a set term or in perpetuity.
10. In accordance with donor intent, HLG will accept Unrestricted Gifts as well as Restricted Gifts. HLG will administer Restricted Gifts for the project of designation and will not permanently Endow funds without the consent of each donor.
11. HLG is committed to ensure all donor funds are used in a fair and transparent manner that best supports our mission and vision. Donors are encouraged to provide advice and feedback on the use of their donation.
12. A donor's intent for their Gift will be documented where available, and reasonable efforts will be made to ensure donor satisfaction and mutual agreement to any changes in the Gift designation.
13. Donors may wish to make a Bequest, name HLG as a beneficiary of life insurance policies or annuities, make a Pledge, or provide a Gift in Kind. Potential liability of HLG arising from such Gift instruments should be minimized, adhering to relevant CRA regulation.
14. HLG will use the CASE Reporting Standards and Management Guidelines to report on all Gifts, including valuation standards for unrealized Bequests, Gifts or Pledges. These guidelines will allow for the comparability of results across similar charities using the CASE guidelines and will ensure clear and consistent reporting to internal and external audiences.

## REFERENCES

*Income Tax Act* R.S.C., 1985, c. 1 (5<sup>th</sup> Supp.)

CRA Guidance Documents on Charitable Contributions

Canadian Anti-Spam Legislation (CAS-L)

### **CASE Reporting Guidelines**

**CASE Statement of Ethics and the Principles of Practice for Fundraising Professionals at Educational Institutions**

## CROSS REFERENCES

Board Policy – Privacy and Security of Information