

DONOR RECOGNITION & STEWARDSHIP

This document is the parent policy for any College procedures. Questions regarding this policy are to be directed to the identified Policy Owner.

Category:	B. Financial & Administrative
Policy Number:	B22
Approval Date:	July 5, 2024
Effective Date:	July 5, 2024
Policy Owner:	Vice President, Development

Objective:	Donor recognition is deemed essential to the achievement of the goals and objectives of Olds College of Agriculture & Technology (the "College"). Thanking a donor is often just the first step toward what becomes a long-term relationship. The College shall establish and maintain an appropriate recognition program to express appreciation, cultivate goodwill and strengthen the ties of the College to its donors in a timely way. Recognition shall be in a form that reflects donor participation and involvement with the College.
Policy:	<p>The following guidelines pertain to the recognition of all donors to the College:</p> <ol style="list-style-type: none"> 1. All donations shall receive written acknowledgement from the College signed by: <ol style="list-style-type: none"> a. The President of Olds College for donations of \$50,000 to \$1,999,999 (Canadian dollars) in value; b. The Board Chair for donations of \$2,000,000 or greater (Canadian dollars) in value; 2. All donors shall be recognized individually and publicly within the College, as well as outside the College, as may be appropriate unless donors state otherwise. Should a donor request anonymity, every step will be taken to ensure that the donor's wishes are respected. 3. The College shall endeavor to maintain consistent standards in its approach to donor recognition. 4. The College shall maintain maximum flexibility in respect of the recognition of specific donors so that the people who need to be included (for recognition of past gifts, cultivation of future gifts, etc.), are included. The form of recognition may be modified from time to time to meet special circumstances.
Definitions:	
Related Information:	Appendix A - Donor Recognition and Stewardship Table

Related Procedures:

A26 Philanthropic Naming Policy
B28 Cost of Fundraising

Review Period:

3 years

Revision History:

New: 2012
Revised: October 2015
Revised: June 2024