



STEWARDSHIP POLICY

“Stewardship is the guiding principle in philanthropic fundraising. Stewardship is defined as the philosophy and means by which an institution exercises ethical accountability in the use of contributed resources and the philosophy and means by which a donor exercises responsibility in the voluntary use of resources.” - CFRE Glossary of Fundraising Terms (©2010)

Purpose

The purpose of the Stewardship Policy is to provide guiding principles for the Department of University Advancement and other university departments regarding the stewardship of current and future gifts to Mount Saint Vincent University. This policy will ensure gifts are properly acknowledged and the donors’ intentions are honoured.

Background

The Department of University Advancement plays an important role in fostering goodwill between donors and the University. The Department serves long-term University interests by facilitating the acknowledgement of any and all contributions in a timely, accurate and appropriate manner; recognizing donors in meaningful ways while respecting any stated wishes of anonymity or public disclosure; and reporting to donors in a consistent and accurate manner on the use and impact of their financial contributions. Donors entrust gifts to Mount Saint Vincent University with the expectation that they will be managed in a fiscally responsible and timely manner.

The Stewardship Policy ensures that those who contribute financially to Mount Saint Vincent University receive recognition that is appropriate, equitable, consistent and meaningful to them, thereby strengthening their relationship with the University. A clearly defined stewardship policy ensures careful administration of gifts whilst also overseeing, protecting, and caring for the relationship with a donor, and preserving and strengthening these lifelong relationships to an institution over time. The University will update the policy periodically.

Acceptance of all gifts by Mount Saint Vincent University shall be in accordance with the University’s Gift Acceptance Policy and subject to Canadian Revenue Agency (CRA) Guidelines. Every effort will be made to retain donors’ confidence while utilizing a donor-focused approach to creatively engage, build, and strengthen the relationship between the University and its partners.

Effective donor stewardship dictates that an ongoing relationship with donors be maintained through mutually beneficial engagement consistent with the mission and goals of the University.

Policy

1. The Department of University Advancement is responsible for donor relations including the administration of advancement policies and the recognition of donor support. Although the department of University Advancement oversees the strategy related to this portfolio, successful stewardship is the responsibility of many. It is particularly important that Senior Administration and other University Champions (e.g. our Board of Governors and key volunteers) spend time to nurture the relationship between donors and MSVU. Stewardship is often best accomplished on a peer-to-peer basis and goes beyond written updates and events.
2. All gifts to Mount Saint Vincent University of cash, cheques, securities and deferred gifts as well as all other types of gifts and pledges, are to be officially acknowledged and the donor thanked by the University through the Department of University Advancement. This will be achieved by a number of ways such as through thank you letters, phone calls and personal outreach.
3. The Department of University Advancement encourages recipient faculties and departments to provide an expression of gratitude when a gift is received and to provide updates to donors where appropriate.
4. Recognition may be given on the basis of a single payment gift, a contribution pledged over time, or a documented deferred gift to the University.
5. Agreements for gifts that establish endowed scholarships, bursaries, awards, enhancement funds, or for any other purpose shall specify that, should the purpose of the endowment become obsolete and can no longer be awarded based on the donor's terms, the University retains the right to revise the terms and undertakes to remain as true as possible to the donor's original intentions and stipulations.
6. The University will convey to donors that when a scholarship, bursary, award or other fund is named for them, they do not control the details of the administration of the gift including selection of recipients.
7. The Board of Governors has delegated the investment of all endowments to the Investment Committee. This committee operates in accordance with the Investment and Endowment Management Policies.
8. Any and all stipulations accepted by the University in accepting a donation will continue to bind the University unless the donor fails to meet the specifications of the gift or pledge.
9. The University will respect any wishes of donors to remain anonymous. The onus is on the donor to request any or all of their donations to be considered anonymous.

10. The Department of University Advancement will maintain the confidentiality of donor records beyond public reporting requirements. This agreement of confidentiality extends to all University staff and volunteers who may require access to these records in the performance of their duties.

11. Donors may designate a gift towards any use that reflects their wishes, in the interests of any academic department or area of the University, provided these wishes are in accordance with University policies and priorities. Decisions regarding the use of the donation within the designated program/area and for all undesignated gifts rest with the University.

12. Donor recognition levels will be applied consistently.

Related Documents

Gift Acceptance Policy (Advancement and External Relations Committee)

Mount Saint Vincent University Signage Standards Manual

Policy on Naming University Facilities (Advancement and External Relations Committee)

Board of Governors' Investment Policy (Investment Committee)

Endowment Management Policy (Finance Committee)

APPENDIX 1

Endowment Funds

An endowment fund may be contributed to and named for an individual, organization, corporation or foundation, to provide a permanent source of funding for restricted or unrestricted purposes as specified by the donor.

All endowments will be invested according to the University's Investment Policy and disbursed according to the University's Endowment Management Policy.

Donors or contacts for named endowments will annually receive a statement detailing the balance and performance of the endowment fund, the amount of money available for use in the current fiscal year and the name of the recipient(s) of the funds, if appropriate.

For Gift Levels for Endowment Funds, and information on Expendable Funds, Restricted Gifts, and Unrestricted Gifts, please refer to the Mount Saint Vincent University Endowment Management Policy & Gift Acceptance Policy.

APPENDIX 2

Donor Recognition

Donor recognition is an integral part of donor relations and relationship building. Recognition needs to be meaningful, personal and appropriate to the level of gift.

In order to recognize appreciation for different levels of giving, Mount Saint Vincent University has established a donor recognition program.. The following circles and societies have been established for Annual Giving, Lifetime Giving, Planned Giving and Capital Campaigns.

Annual Recognition

Friends	\$ 1 - \$ 99
Ambassadors	\$ 100 - \$ 499
Learned Circle	\$ 500 - \$ 999
Scholars' Circle	\$ 1,000 - \$ 4,999
Deans' Circle	\$ 5,000 - \$ 9,999
President's Circle	\$10,000 - \$24,999
Chancellor's Circle	\$25,000 - \$49,999

Lifetime Giving Recognition

Mount Saint Vincent University wishes to acknowledge those individual donors who have a long tradition of giving and whose cumulative lifetime giving exceeds \$25,000.

Founder's Society	\$ 25,000 - \$ 49,999
Assisi Society	\$ 50,000 - \$ 99,999
Evaristus Society	\$100,000 - \$249,999
Seton Society	\$250,000 +

Planned Giving Recognition

The **1873 Society**, MSVU's legacy giving circle named for the year that the Mount was founded, recognizes donors who have notified the University of their intention to include MSVU in their estate plans with a future or current gift such as: a gift in Will; publicly traded securities or mutual funds; insurance policies; RRSP's and RRIF's for example. Only members who have given approval to be recognized will be included in 1873 Society donor listings.

Donor Recognition during Capital Campaigns

Upon completion of a capital campaign, the University will determine how gifts are recognized. Recognition may include a physical or virtual donor wall, named physical spaces, or other appropriate acknowledgements. Any giving or recognition levels developed for a capital campaign or initiative will be presented to and approved by the Board of Governors.

Reviewed by the Advancement & External Relations Committee: January 28, 2014 (no changes)
Approved by the Advancement & External Relations Committee: February 8, 2016
Approved by the Board of Governors: Feb 25, 2016
Approved by the Advancement & External Relations Committee: September 25, 2018
Approved by the Board of Governors: September 27, 2018
Approved by the Advancement & External Relations Committee: March 10, 2025
Approved by the Board of Governors: May 8, 2025