



STEWARDSHIP POLICY

Purpose

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

Background

Mount Saint Vincent University recognizes that the donation process does not stop at the receipt of a gift.

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; and reporting to donors in a consistent and accurate manner on the use and impact of their financial contributions.

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. The University will update the policy periodically to ensure that it remains competitive, cost-effective, and results-oriented.

Donor stewardship serves as the foundation for building lasting relationships between the University and those who support its mission. Donors entrust gifts to Mount Saint Vincent University with the expectation that they will be managed in a fiscally responsible and timely manner.

Acceptance of all gifts by Mount Saint Vincent University shall be in accordance with the University's Gift Acceptance Policy. Every effort will be made to retain donors' confidence in our stewardship.

Acknowledgement and recognition of donor generosity is a matter of common courtesy and good stewardship. Individuals, corporations, foundations and others who provide financial support to Mount Saint Vincent University deserve written acknowledgements of appreciation, recognition in a timely manner and in a meaningful way, while respecting the stated wishes of the donor regarding anonymity and of public disclosure.

Good 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.
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.
3. 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 at a particular level is 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 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 (Development Committee)

The Ethical Fundraising and Financial Accountability Code (Development Committee)

Mount Saint Vincent University Signage Standards Manual

Policy on Naming University Facilities (Development 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 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.

Gift Levels for Endowed Funds

The gift levels listed below are minimum amounts required.

Prizes/Awards	\$ 5,000
Bursary	\$ 10,000
Scholarship	\$ 25,000
Graduate Scholarship	\$ 30,000
Student Research Assistantships	\$ 200,000
Lecture series (1-2 lectures/yr)	\$ 200,000
Lectureship	\$1,000,000
Professorship	\$1,500,000
Chair	\$2,500,000

These amounts will be reviewed annually and updated if appropriate. Other categories and minimum endowment levels may be added in consultation with appropriate departments and administrators. Any additional endowments must consider the annual disbursement amount required.

Expendable Funds

Expendable funds are gifts which the donor has directed as available for use in support of designated programs or projects with no requirement to preserve the principal donations.

Restricted Gifts

Restricted gifts are gifts, given to the University, where the donor has specified that the gift is to be used to support a particular purpose.

Unrestricted Gifts

Unrestricted gifts are gifts, given to the University, where the donor has not specified the purpose for which the gift is to be used.

APPENDIX 2

Donor Recognition for Individuals

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 for individuals. 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

Mystics' Society – Recognizes alumnae who have made their first gift to the University within two years of graduation.

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, the year that the Mount was founded, honours those who have notified the University of their intention to include Mount Saint Vincent University in their estate plans. The University recognizes with gratitude those alumnae and friends whose commitment to the Mount extends beyond their lifetime.

1873 Society

Donor Recognition for Corporations and Foundations

Corporations and Foundations typically give in response to a specific funding proposal. Since their gifts are usually pledged over a period of time, they are not approached annually, unlike individuals. Recognition is appropriate to the type and level of the gift and may include invitations to events, visits to campus, on-campus speaking engagements and public announcements. Gifts received during the fiscal year will be listed alphabetically in the University's annual stewardship report.

Scholars' Event

MSVU holds an annual event to recognize the academic achievements of the University's scholars. The event also recognizes donors' contributions and support while providing an opportunity to meet their scholarship recipients. Donors of named endowed and/or expendable scholarships are invited to this event. Donors of named Bursaries and Awards may also be invited to the Scholars' event.

Donor Recognition During Capital Campaigns

At the completion of a capital campaign, all gifts will be recognized according to the following giving levels:

GIVING LEVELS

Supporter	\$ 1 - \$ 999
Associate	\$ 1,000 - \$ 4,999
Champion	\$ 5,000 - \$ 9,999
Builder	\$ 10,000 - \$ 24,999
Innovator	\$ 25,000 - \$ 49,999
Investor	\$ 50,000 - \$ 99,999
Partner	\$ 100,000 - \$249,999
Leader	\$ 250,000 - \$499,999
Patron	\$ 500,000 - \$999,999
Benefactor	\$1,000,000 +

Donor Wall

Donors at a certain level will have the opportunity to have their names listed on a donor wall for the specified campaign.

Approved by Development Committee February 5, 2013

Approved by the Board of Governors February 28, 2013

Reviewed by the Advancement and External Relations Committee - Jan 28, 2014 (No changes)