

# Ralph Thornton Centre

## GOVERNANCE POLICY

### Donations and Sponsorship Policy

The Ralph Thornton Community Centre (RTCC) generates a portion of its budget through fundraising from individuals, businesses, and organizations in the community.

#### Guiding Principles

When soliciting or accepting donations from individuals, businesses, or organizations, RTCC will consider the following factors:

- **Values:** Whether the acceptance of the gift compromises any of the core values or mission of RTCC;
- **Compatibility:** Whether there is compatibility between the intent of the donor and RTCC's use of the gift;
- **Legal:** Whether the donation contravenes in any municipal, provincial, or federal law or regulation;
- **Public Relationships:** Whether acceptance of the gift could damage the reputation of RTCC;
- **Primary Benefit:** Whether the primary benefit is to RTCC versus the donor;
- **Consistency:** Whether the acceptance of the gift is consistent with prior practice;
- **Form of Gift:** Whether the gift is offered in a form that RTCC can use without incurring substantial expense or difficulty;
- **Effect on Future Giving:** Whether the gift encourages or discourages future gifts to RTCC.

The RTCC Fundraising and Marketing Committee, supported by the Executive Director or designate, shall review any proposed sponsorship or donation identified as potentially not consistent with these criteria. This review shall consider:

- Whether the sponsorship or donation is consistent with RTCC's values;
- Its effect on RTCC's public relationships, reputation and on future giving;
- RTCC's prior practice with respect to donations or sponsorship from this entity or similar entities.

The RTCC Fundraising and Marketing Committee shall make a recommendation to the Board of Management on whether acceptance of the donation/sponsorship in question is appropriate and shall resolve matters in doubt around gift acceptance. The Board will make a final determination on acceptance. This determination can take place in camera if appropriate. The Executive Director or designate shall work with the RTCC Fundraising and Marketing Committee, the Executive Committee and the Board to ensure that this process does not jeopardize any sponsorships or donations through delay.

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Donors are ultimately responsible for ensuring the proposed gift furthers their own charitable, financial and estate planning goals. Therefore, each prospective donor is urged to seek the advice of independent legal counsel in the gift planning process. It is not within the province of RTCC staff to give legal, accounting, tax or other advice to prospective donors.

Donors requiring a tax receipt need to donate through the Ralph Thornton Community Organization (RTCO), which can issue charitable receipts.

### **Gifts Generally Accepted Without Prior Review**

#### **Cash and Cash Equivalents**

Cash gifts of any amount are accepted by RTCC in the form of currency or cheques.

### **Gifts Accepted Subject to Prior Review**

Certain forms of gifts or donated properties may be subject to review prior to acceptance. The Board of Management will approve these gifts in consultation with the Executive Director or designate.

### **Corporate Sponsorships or Foundation Grants**

RTCC is willing to negotiate partnerships and accept support from the corporate sector or private foundations in ways that will benefit and recognize the supporting companies while enabling RTCC to better achieve its mission without compromising its principles.

### **Principles**

RTCC will accept no support or enter into any partnership with any company or other organization that produces products that are or may be harmful to the RTCC community.

RTCC will accept funds for informational and educational activities only when the content is to be determined by RTCC or an independent group designated by RTCC.

A letter of agreement or other written document will outline parameters within which funds are to be used for direct funding of programs or projects or other restricted purposes.

RTCC's intangible intellectual assets, including its name, research and other work, will be protected at all times under, but not limited to, the following conditions:

- Donors will not be permitted to use RTCC's name or other items for commercial purposes or in connection with the promotion of any product;

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- Express written permission must be received to use RTCC's name and/or logo, particularly in external communications;
- Approval must be sought for any copy produced which refers to an initiative of RTCC that is supported by the company;
- Press releases cannot be issued which refer to the organization without RTCC's prior approval. Likewise, suggested quotes can be prepared but must always be agreed by the appropriate person of authority within the organization.

RTCC retains a veto over all materials produced in connection with an initiative.

### Naming of Spaces and Programs

RTCC's Board of Management makes recommendations for naming spaces or programs to the Executive Director. Each proposal for naming shall be considered on its own merits. No commitment for naming shall be made prior to Board of Management approval of the proposed name.

In keeping with the spirit and history of the Centre, spaces and programs may be named after individuals who have contributed substantial time commitments and/or advocacy work benefiting RTCC. The interpretation of the term "substantial" is meant to be flexible so that each situation may be judged on its own merits.

Consideration should be given to reflect the diversity of the RTCC community in the naming of spaces and programs.

### Named Funds

RTCC's Board of Management makes recommendations for naming funds to the Executive Director. A fund can be named for a minimum donation of \$10,000. All criteria for donations apply to named funds. Each proposal for naming shall be considered on its own merits. No commitment for naming shall be made prior to Board of Management approval of the proposed name.

### Training and Education

All staff involved in processing donations and sponsorships will be trained regarding this policy.

### Complaints

In the event that someone is dissatisfied with how a donation was handled, the individual may use RTCC's Complaints Policy.