



POLICY: Donor Recognition and Stewardship Policy		
APPROVED: September 28, 2021	REVISED/ REAFFIRMED:	SUBJECT TO REVIEW : Every 2 years

BACKGROUND

The West Vancouver Community Foundation *aka* West Vancouver Foundation (“Foundation”) was established in 1979. As a registered charity, West Vancouver Foundation accepts donations from individuals, organizations, foundations, and corporations that support the stated Purpose and Values, as approved by the Board of Directors, benefitting the communities we serve. The registered charity business number is *13217 1679 RR0001*

TERMINOLOGY

Definitions. Each of the following words and terms used in this Policy have the meaning given to them below:

“**Board**” means the board of directors of the Foundation;

“**CEO**” means the chief executive officer of the Foundation;

“**Director**” means a member of the Board of the Foundation;

“**Foundation**” means the West Vancouver Community Foundation, a society incorporated under the *Societies Act* (British Columbia);

“**Person**” means and includes an individual, corporation, partnership, firm, sole proprietorship, joint venture, venture capital or hedge fund, society, association, trust, unincorporated organization, estate, group, body corporate (including a limited liability company and an unlimited liability company), the Crown or any agency or instrumentality thereof or any other juridical entity, or any trustee, executor, administrator or other legal representative, Governmental Entity, syndicate or other entity, whether or not having legal status;

Donor Recognition and Stewardship Policy

PURPOSE

- To thank and honour our donors and fund representatives
- To build enduring relationships with donors and invite further contributions
- To create opportunities to provide positive exposure to our donors' and fund representatives' philanthropic goals.
- To encourage a spirit of generosity in the community. By publicly recognizing gifts, other potential donors will realize the level of support WVF receives, the needs in the community, and the impact local generosity creates.

PRINCIPLES

- The Foundation will publicly acknowledge all donations unless the donor wishes to remain anonymous. NOTE: Full lists of donors may be provided to Board members on a confidential basis with those declining public recognition appropriately noted.
- The West Vancouver Foundation supports multiple causes and agencies. In situations where donations are received for a specific named agency, cause, or campaign the Foundation will coordinate recognition with the other parties and may elect to put in place enhanced protocols which will be reported to the Board.
- All gifts must meet the criteria outlined in the West Vancouver Foundation Gift Acceptance Policy as approved by the Board.
- The privacy of donors will be respected. Donor records maintained by the Foundation will be kept confidential to the extent possible. The Foundation will not share or sell its donor list with other organizations.
- Donors will have the right to see their donor record and to challenge its accuracy.
- The recognition and stewardship program for each year will be a component of the annual operating plan and budget.

TYPES OF GIFTS

- **Direct** (fully funded upon receipt, includes gifts of publicly held securities): Recognized for the full value of the gift at the time of giving.
- **Irrevocable Future Gift** (i.e. secured by life insurance, annuity contracts, etc): Recognized for the full amount at the time of commitment. Note: Gift valuation and receipt based on Gift Acceptance Policy.
- **Pledged** (significant future gifts promised but not securitized): Recognized as donations are received. Milestone recognition/announcement when targeted value achieved. The Board may approve a "future promise statement" at their discretion.

- **Bequests by Will:** Recognized in the name of the estate when received, not when described in the will of a prospective donor.
- *Note: Mix of gift types may be used by a donor throughout their relationship.*

GIFT ACKNOWLEDGEMENT

Gifts of \$25- \$9,999

- Donations made online will receive an automatically generated email acknowledgement within 24-hours and income tax receipt within 7-days.
- Donations made through the office will receive a staff-generated email acknowledgement within 3-business days and income tax receipt with 10-business days of clearing.
- Where possible, for donations to a specific cause, agency or fund the acknowledgement letter will include customized information.

Gifts of \$ 10,000 -\$100,000

In addition to the above

- Personalized message from a member of the Foundation team (staff, executive, or Board member) these may be in the form of handwritten note or phone call.

Gifts over \$100,000

In addition to the above.

- The Board is notified of the significance of the gift as part of a monthly communique allowing Directors to offer thanks should they know the donor personally and if the donation is not private.

DONOR RECOGNITION & STEWARDSHIP

The West Vancouver Foundation will acknowledge gifts from individuals, families, and corporations at the time of donation and keep records of the cumulative contribution of donors through the Foundation in accordance with this policy. Recognition may be based on an annual or to-date basis (based on records available).

All Donors

- Name listed on an electronic Donor Recognition Honour Roll on the WVF website or as part of the Annual Community Report. (Staff may recommend appropriate groupings of giving recognition prior to publication.)

Donors supporting WVF Funds or Affiliated causes

- Invited to an **Annual Supporters Thank you** event hosted by the Board of the Directors (which may be combined with a speaker, lecture, Vital Signs event, or other celebrations).

Fund Representatives (Established and New)

In addition to the above

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- Fund listed in the Annual Community Report
- Featured profile stories regarding the fund representatives including stories of giving or impact (online and in Annual Community Report)
- Invited to a lunch with a member of the Board and Staff (Bi-annually)
- Invited to an **Annual Supporters Thank you** event hosted by the Board of Directors (which may be combined with a speaker, lecture, Vital Signs event, or other celebrations).

MATERIALS

All Donors

- Mailed annual report/report to the community
- Provided the opportunity to join the monthly newsletter

All Fund Creators and Representatives

As above plus

- Donors creating funds will receive copies of the foundation's most recent Annual Report, Vital Signs, and the Welcome Package.
- Fund Representatives will receive a bi-annual fund statements and will be provided access to the Fund Representative login on the WVF website. They will also receive a copy of the most recent Vital Signs Report.

CODE OF CONDUCT

The Foundation honours donors' and prospective donors' requests to:

- limit the frequency of contact;
- not be contacted by telephone or other technology;
- receive printed material concerning the organization; and
- discontinue contact.

Monitoring: This policy will be reviewed every 2 years.

Board Acceptance: This policy was approved/reaffirmed at the Sept 2021 Board meeting.