

## PROCEDURE FOR POLICY 2.2 – Fundraising Approval

<b>Governing Policy:</b>	<a href="#">Policy 2.2 - Fundraising</a>
<b>Sections:</b>	<a href="#">Overview</a> ; <a href="#">Definitions</a> ; <a href="#">Types of Fundraising</a> ; <a href="#">Scope</a> ; <a href="#">Procedure</a>
<b>Responsible Officer:</b>	Vice-President (Western Advancement)
<b>Responsible Office:</b>	Western Advancement
<b>Effective Date:</b>	February 5, 2026
<b>Supersedes:</b>	(new)

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### OVERVIEW

The purpose of this Procedure is to provide clear instruction on how to obtain approval for Fundraising that complies with MAPP 2.2 - Fundraising Policy (the “Policy”).

### DEFINITIONS

The defined terms in this Procedure have the same meaning as in the [MAPP 2.2 – Fundraising Policy](#).

### TYPES OF FUNDRAISING

1. **Individual Solicitation:** Approaching an Entity directly to support a cause, project, or activity. This may involve in-person meetings, telephone calls, email, digital communications, or other personalized forms of communication.
2. **Events:** Galas, golf tournaments, walk-a-thons, concerts, shows, and other events designed to gather financial support for a cause, project, or activity. In most cases, the registration fee or ticket price includes both the costs associated with the event and a donation toward the cause, project, or activity.
3. **Auctions:** Silent, live, and online auctions.
4. **Charitable Gaming:** In Canada, this refers to licensed gambling activities conducted by charitable organizations to raise funds for their causes,

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projects, or activities. These gaming activities are permitted under Section 207 of the *Criminal Code*, provided the charity obtains a license from the provincial and municipal governments. Common types of charitable gaming include, but are not limited to, lotteries, raffles, 50/50 draws, break-open tickets, casino-style games, and bingos. Charitable Gaming is a type of Fundraising activity under this policy; however, Western's charitable number and status will not be used to obtain these government licenses.

5. Prizes of Chance: This includes, but is not limited to, draws to win prizes, door prizes, and sweepstakes. Prizes of chance are not legally permitted without a lottery license, as noted above, unless there is "no purchase necessary" and a skill-testing question is required to win the prize. This type of Fundraising activity requires legal review through the Office of University Legal Counsel.
6. Community Sales/Drives: Bake sales, Loonie drives, and other activities designed to gather financial support for a cause, project, or activity. Proceeds from these Fundraising activities must be submitted to and processed by Advancement Operations.
7. Commemorative Giving: Gifts made in tribute, honour, or memory of someone. This is a Fundraising activity; however, a Fundraising Activity Request for Approval Form is not required. Those interested in Commemorative Giving should contact the Development team within the division of Western Advancement at 519-661-4200 or 1-800-423-9631 (toll-free) or at [annual.giving@uwo.ca](mailto:annual.giving@uwo.ca).

### SCOPE

This Procedure applies to the authority to undertake Fundraising for the University, on or off University property, or for other charitable organizations and non-profits on University property. It applies to Organizers of any Fundraising activity.

### PROCEDURE

#### 1. All Approvals

- 1.1. Any Organizer wishing to implement a Fundraising activity that raises monies for the University on University property, off University property, or virtually—must follow this Procedure.
- 1.2. Any Organizer wishing to implement a Fundraising activity that raises monies for another charity or non-profit organization on University property must follow this Procedure.
- 1.3. The Organizer must complete the [Fundraising Request for Approval Form](#) appended to this Procedure, including budget, promotional

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materials, and signatures and submit to: Development Department within the division of Western Advancement at 519-661-4200 or 1-800-423-9631 (toll-free) or at [annual.giving@uwo.ca](mailto:annual.giving@uwo.ca), regardless of whether a Tax Receipt or Business Receipt is expected.

- 1.4. All requests will be forwarded to the Vice-President (Western Advancement) or their designate(s) for approval.
- 1.5. Should the Vice-President (Western Advancement) or their designate(s) determine University reputation could be compromised through approval of a Fundraising activity, they will consult with the University's Chief Communications Officer or designate(s).
- 1.6. Organizers must agree to maintain proper accounting records if the Fundraising Activity raises monies for the University, and as defined by the University, and to provide financial and participant/donor information from the Fundraising activity in a timely manner.
- 1.7. Whether University facilities can be used for this activity is set out in [MAPP 1.1 Use of University Facilities](#).
- 1.8. Factors, including but not limited to size and nature of the activity, location, and timing, will be taken into consideration when approving requests.
- 1.9. All Fundraising requiring locations on University property will be allowed up to two locations on campus: one in the designated University Community Centre and/or one at another appropriate campus site. University residences and apartments may be viewed as a single site.
- 1.10. All approvals for Fundraising will be in the form of an authorized signature on the Fundraising Request for Approval Form.

## 2. Support Provided for a Fundraising Activity

- 2.1. Organizers may request additional support for consideration from the division of Western Advancement for their activity, if the funds being solicited benefit the University. This may include, but is not limited to, expenditure support, administrative details, logistics, printed materials, advertising and promotion, webpage, e-commerce site, e-vites, and faculty, or division attendance.
- 2.2. Organizers may be Volunteers who wish to host an event for the purpose of raising funds for the University. In these cases, a Volunteer Reimbursement Form can be completed if the University department has agreed to cover the costs of the event.
- 2.3. The Fundraising activity must raise funds for priority causes, projects,

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and activities at the University and have a substantial return on investment to receive additional support.

- 2.4. The approval of additional support will consider whether Western Advancement or the University can provide support commensurate with resource availability and the alignment of the scope and impact of the Fundraising activity.

### 3. Tax Receipts and Business Receipts

- 3.1. Tax Receipts and Business Receipts can only be issued when funds are donated to the University.
- 3.2. Tax Receipts and Business Receipts cannot be promised in advance of the Fundraising activity.
- 3.3. The University's charitable number or status cannot be used on any promotional items without advance approval of the Fundraising activity.
- 3.4. The decision to offer Tax Receipts and the value of those Tax Receipts must follow [MAPP 2.1 - Gift Acceptance](#) and its associated Procedures. Advancement Operations in the division of Western Advancement can provide consultation on whether the Fundraising activity might be eligible for a Tax Receipt and its valuation.
- 3.5. Organizers who are Volunteers of the University may also complete a Volunteer Form stating that the Organizer is donating back the costs of the event without a physical cheque exchange.

### 4. Corporate Sponsorship

- 4.1. University Policy [1.12 – Advertising, Sponsorship and Promotional Activity](#), governs the acceptance of corporate sponsorships. All approved Fundraising activities for the University must follow this Policy and its associated Procedures.

### 5. Alcohol, Smoking, Vaping & Tobacco Use

- 5.1. University Policy [1.33 Campus Alcohol](#), governs the purchase and consumption of alcohol on University property and off University property for Fundraising activities for the University.
- 5.2. University Policy [1.16 Smoking, Vaping & Tobacco Use](#) governs the restrictions related to smoking (including cannabis), vaping, and tobacco use on University property.
- 5.3. The same policies will govern Fundraising activities for other charitable and other non-profit organizations occurring on University property.

## 6. Conflicts of Interest and the University’s Responsibility to Donors

- 6.1. An Organizer will disclose any conflict or potential conflict of interest between the Organizer and the University at the time of the request for approval. This arises where the Organizer has, or could be seen to have, the opportunity to use the Fundraising proceeds or influence derived from the Fundraising proceeds to improperly benefit themselves, family members, or direct relatives. Failure to disclose any conflict or potential conflict of interest may result in withdrawal of approval of the Fundraising activity. More about conflicts of interest can be found in [MAPP 3.4 - Conflicts of Interest](#) and its associated Procedures.
- 6.2. A donor to the Fundraising activity could also have a conflict of interest between themselves and the University that could result in undue donor influence or control of University spending. Such conflicts of interest or potential conflicts of interest are addressed in [MAPP 2.1 - Gift Acceptance](#) and its associated Procedures.

## 7. Continuing Education Accounts at the University

Continuing Education is defined as University non-credit courses, community services programs, conferences, workshops, seminars, fundraising events, and day camps. These events and activities contribute in an important way to the University’s role within the community and are financed primarily by participant fee revenue, sponsorships, and grants awarded by governments, external agencies, foundations, and corporations. Continuing Education can be subject to Harmonized Sales Tax (HST) and overhead charges since there is an incremental cost of these initiatives to the University (i.e. ticket sales).

More information about [Continuing Education](#) can be found on the University’s website.

- 7.1. A Fundraising activity could itself fall under the definition of Continuing Education and, therefore, be subject to HST, deficits procedures, interest, and overhead charges.
- 7.2. A Fundraising activity could be raising funds for Continuing Education and, therefore, proceeds from the Fundraising activity could be subject to HST and overhead charges.
- 7.3. Organizers of a Fundraising activity will be notified at the time of approval whether monies raised by the activity or the activity itself is deemed Continuing Education.

## 8. Depositing Funds Raised for the University

- 8.1. Gifts can be made directly to the University through webpage and e-

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commerce sites in scenarios where the Western Advancement team is supporting the Fundraising activity with additional resources.

- 8.2. Contributions can be made to the Organizer of the Fundraising activity. In such circumstances, the Organizer will collect and ensure all payments are delivered and deposited by the University. In these instances, the Organizer will ensure the following:
  - 8.2.1. Collection of contributions from supporters to the Fundraising activity follows [MAPP 1.29 - Bank Card Policy](#) and its associated Procedures. More information can be found at [www.commerce.uwo.ca](http://www.commerce.uwo.ca).
  - 8.2.2. If new applications or software are being installed on University property for these purposes, the application or software must have been reviewed by the University's [Technology Risk Assessment Committee \(TRAC\)](#).
  - 8.2.3. [Point of Sale \(POS\) terminals](#) are available for processing card-present contributions. The Organizer must be a Western staff or faculty member to be eligible to order a POS terminal for processing transactions through Western's merchant accounts.
  - 8.2.4. Credit card numbers for net proceeds are shared by mobile phone through Advancement Operations to ensure Payment Card Industry (PCI) compliance. Cardholder data transactions must be conducted in accordance with the [Financial Services Code of Procedure](#). This is accompanied by a list of donors, their primary address, phone number, email, and confirmation of the amount contributed. This will be in conjunction with the accounting records of the Fundraising activity.
  - 8.2.5. Cheques representing net proceeds are sent to Advancement Operations with a list of donors, including their primary address, phone number, email, and confirmation of the amount contributed. This will be in conjunction with the accounting records of the Fundraising activity.
  - 8.2.6. In instances where a list of donors is not possible, net proceeds will be processed under the Organizer's constituent record in the University database. No Tax Receipts or Business Receipts will be issued, and the value of proceeds will not count toward lifetime giving amounts.
- 8.3. When funds are being raised for the University, Western Advancement will deposit them into the appropriate designation and account, for expenditure by the University.

## 9. Mailing and Invitation Lists

- 9.1. Unless special permission is obtained, the University does not provide mailing or invite lists for Fundraising activities.
- 9.2. The University endeavours to protect the personal information of all individuals who come into contact with it—be they students, alumni, faculty, staff, donors, potential donors, or members of the general public. For more information, please visit [Protection of Privacy](#) on the University website.
- 9.3. In those scenarios where a mailing or invite list is provided by the University, an Organizer must agree to and sign a non-disclosure form prepared by Western Advancement.

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**Last Reviewed:**

## Fundraising Request for Approval Form

Today's Date: \_\_\_\_\_

### Organizer Contact Information:

Name: \_\_\_\_\_

Primary Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Primary Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Are you a Western staff or faculty member? Yes No

If yes, please provide: Username: \_\_\_\_\_ Extension: \_\_\_\_\_

### Group You Represent:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Is this a USC or SOGS affiliated Student Group? Yes No

If not USC or SOGS affiliated, is this a Student Group associated with Western? Yes No

If yes, is the student group associated to a Faculty? Yes No Faculty: \_\_\_\_\_

Is this a Western Athletics Varsity Team? Yes No Varsity Team: \_\_\_\_\_

Is this a Western Recreation Club? Yes No Club Name: \_\_\_\_\_

Are you requesting additional support from Western Advancement for consideration? Yes No

If yes, please provide details: \_\_\_\_\_

\_\_\_\_\_

## Fundraising Request for Approval Form

*Note: Additional support will only be considered if the funds being solicited benefit the University, raise funds for priority projects, and have substantial return on investment.*

### Fundraising Details:

Name of Fundraising Activity: \_\_\_\_\_

Date or Date Range of Activity: \_\_\_\_\_ Time: \_\_\_\_\_

Location/Venue: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

### Fundraising Activity Details Continued:

<p>Describe your group or organization (i.e., mission, number of members, how long you've been active, etc.).</p>	
<p>Who will benefit from the fundraising (i.e., the University or another Charity or Non-Profit Organization)?</p>	

## Fundraising Request for Approval Form

<p>Describe the type of Fundraising you propose to do?</p>	
<p>Expected number of participants?</p>	
<p>Describe how revenue will be generated (i.e., sponsorship, ticket sales, product sales, auction, etc.). Please provide links to websites or event pages.</p> <p>Note: <a href="#">MAPP 1.12 Advertising and Commercial Activity</a> governs the acceptance of corporate sponsorships.</p>	
<p>Does your activity require you to obtain any licenses or permits (i.e., liquor license, event permit, insurance, etc.)?</p> <p>If yes, provide a list of all licenses or permits and a brief description of their purpose.</p> <p>Note: The University will not use its charitable number or status for applications for charitable gaming licenses.</p>	

## Fundraising Request for Approval Form

<p>What is your marketing/promotions plan for this activity (i.e., social media, email, radio, TV, word of mouth, posters, flyers, consumer marketing, advertising, etc.)?</p> <p>Please provide samples if applicable.</p>	
<p>How will the University's name and/or logo be used (if applicable)? Provide details regarding where the University's name and/or logo will appear in print or digital materials.</p> <p>Note: Western's name and/or logo may not be used in public releases until the copy has been approved by Western.</p> <p>Note: <a href="#">MAPP 1.15 Corporate Use of University Name and Trademarks</a> and <a href="#">MAPP 1.50 Signage and Election Posters</a>.</p>	
<p>What are the net proceeds expected from this Fundraising activity?</p>	
<p>What are your projected expenses? Attach budget.</p>	
<p>How will the event proceeds, registration fees, gifts or sponsorships be remitted to Western (i.e., credit card, cheque payable to Western, wire transfer, etc.)?</p> <p>Note: <a href="#">MAPP 2.1 Gift Acceptance</a> governs whether Tax Receipts can be issued.</p>	

## Fundraising Request for Approval Form

I hereby certify that the information on this form is true and acknowledge that I have read and agree to the terms outlined in MAPP 2.2 Fundraising.

Furthermore, I declare that I am an authorized representative of \_\_\_\_\_ (group name).

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Approved by Dean/Department Chair/Director (the recipient of the fundraising proceeds):

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Approved by Vice-President (Western Advancement) or designate:

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

### FOR OFFICE USE ONLY:

Does Western Communications need to be consulted? Yes      No

Fundraising Activity Approved: Yes      No

If No, Reason Why: \_\_\_\_\_

Decision Date: \_\_\_\_\_

Decision By: \_\_\_\_\_

Level of Western Advancement Support Approved: \_\_\_\_\_

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