

Regent College
Ethical Principles for Fundraising
Reviewed by Legal Counsel Blake Bromley, March 2003
Revised August 2013

Regent College is a graduate school of Christian studies that seeks to educate, nurture, and equip men and women from around the world to live and work as servant leaders. Recognizing that God calls his people to claim the whole of human life for Jesus Christ as they spread the good news of his saving grace, the College shapes its corporate life to develop believers who can fulfill this calling with insight and skill in varied vocations worldwide. In support of this, the College seeks also to prepare those who will further this mission through the ministry of local congregations.

Seeking to fulfill the mission of Regent College, all those, including staff, board, volunteers and consultants, who participate in fundraising activities on behalf of the programs of Regent College will adhere to the following ethical principles in relationship with our financial partners.

Fundraising Practices

In our fundraising practices, we will, as a first priority, respect the personhood and the interests of each of our partners, present or potential, while recognizing our opportunity to educate, nurture and equip them as servant leaders.

- In all our fundraising we will accurately reflect the mission of Regent College, truthfully describe the projects and programs for which contributions will be used, and indicate the intended use of solicited funds. All publications will also include our full legal name as well as our address or other contact information.
- We will specifically honour the personhood of our partners in the following ways:
 - Keeping each fully informed with comprehensive and current information regarding the activities of Regent College.
 - Nurturing responsible stewardship on the part of our partners.
 - Ensuring that all contributors receive an official receipt for income tax purposes in February of each year for the amount of eligible contributions made in cash or for the fair market value for any gift-in-kind.
 - Respecting the privacy of all of our partners, including their right to remain anonymous (where the law permits). Personal information will always be held in strict confidence. Donor or prospect information of any kind including donor lists, whether created by or on behalf of Regent College, will remain the property of Regent College and will not be transferred to or utilized by other organizations.
 - Encouraging contributors to seek independent financial advice before making a significant gift, ensuring that the proposed gift will not adversely affect their financial position or relationship with family members, and taking care not to unduly influence their own sound judgement.
 - Ensuring that all contributions are used in accordance with the contributor's intentions, as they fit within the mission of the College, and whenever possible any alteration in the conditions of a gift is given consent by the donor.

- Limiting the frequency of requests and not soliciting by telephone or other electronic technology, when specifically requested by our partner.
- Ensuring that current and prospective partners receive the following information, upon their request:
 - ~ Our most recent annual report and audited financial statements as approved by our Board of Governors,
 - ~ Our charitable business number as assigned by Canada Revenue Agency,
 - ~ Any information contained in the public portion of our most recently completed Charity Information Return (T3010),
 - ~ A list of the names of the members of the Board of Governors, and
 - ~ A copy of this *Ethical Principles for Fundraising*.
- We will not accept contributions toward projects or programs that have not been approved by our Board of Governors.
- Spending of funds is confined to programs and projects approved by Regent College. Should a donor choose to restrict a contribution for use in a particular program or project, we will honour that restriction, with the understanding that, when the need for such a program or project has been met, or cannot be completed for any reason as determined by the organization, the remaining restricted contributions will be used where most needed.
- If there exist no qualified candidates to receive the proceeds of a given endowment for three consecutive years, the Board of Regent College will reserve the right to redefine the purpose of the fund. The redefinition will be as closely related as possible to the original criteria and, whenever possible, will be made in consultation with the original donor(s).

Individual Responsibilities

Seeking to fulfill the mission of Regent College and the principles outlined above, all those who participate in the fundraising activities of Regent College will abide by the following personal principles of ethical conduct. Those involved in fundraising will:

- Conduct activities with integrity, honesty, and truthfulness, acting in ways to safeguard the public trust, and in accordance with the highest standards and visions of Regent College and their own conscience, refuse to engage in activities that harm Regent College or prospective donors.
- Demonstrate concern for the interests and well-being of others, particularly the financial partners of Regent College, valuing their privacy, freedom of decision and interests.
- Always act in the interests of the mission of Regent College above personal gain, refusing to exploit any relationship with a partner, prospect, volunteer or employee, for their own benefit; and, properly disclose all actual or apparent conflicts of interest.
- Evidence stewardship through careful use of the resources of Regent College, including timely reports on the use and management of funds.
- Improve knowledge and skills in order that their performance better serves others, while being forthcoming and truthful in recognizing their boundaries of competence.
- Not disclose privileged or confidential information to unauthorized parties.

Responsibilities of Regent College

As an organization, Regent College will uphold its mission and support the ethical principles outlined above in the following ways:

- Be open, honest and accurate in dealing with the public.
- Take seriously its responsibility to be conversant with and comply with federal, provincial, and municipal laws and regulations
- Remunerate fundraising staff and consultants on the basis of expertise and time use, not on the basis of gifts received. Compensation policies will be consistent with practices and policies which apply to all personnel.
- Require and encourage responsible stewardship on the part of staff members through effective training and cost controls.
- Have an active Board of Governors comprised of responsible individuals who hold regular meetings, create policy and maintain effective control.
- Establish a proper financial system with annual operating statements and balance sheet, showing reasonable detail.
- Ensure that all government prescribed returns and voluntarily produced reports will be prepared factually, accurately, and on a timely basis.
- In stating fundraising results, use accurate and consistent accounting methods that conform to the appropriate Generally Accepted Accounting Principles adopted by the Canada Institute of Chartered Accountants, and within the United States, the American Institute of Certified Public Accountants (AICPA).
- Ensure the organization meets or exceeds its disbursement requirements imposed by section 149.1 of the *Income Tax Act, Canada*.

Regent College will respond promptly to a complaint by a contributor or prospective contributor about any matter that is addressed in this *Ethical Principles for Fundraising*. A designated staff member will attempt to satisfy the complainant's concerns in the first instance. A complainant who remains dissatisfied will be informed that he/she may appeal in writing to the President's Office, and will be advised in writing of the disposition of the appeal. All complaints will be reported to the Board of Governors on a regular basis.