

Fund Raising & Donor Relations Committee

Special Resolution: No. 1-C - Terms of Reference of the Fund Raising & Donor Relations Committee

Effective Date: April 26, 2018

Previous Revisions: June 23, 2016, January 28, 2016, June 24, 2010, September 24, 1998, March 25, 1993, March 27, 1992

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1. The Fund Raising & Donor Relations Committee is a standing committee of the Board, constituted for the purpose of ensuring active involvement of the Board of Governors in setting policy for, providing strategic guidance for, and directly supporting, ongoing generation of philanthropic dollars for the University and providing oversight and support to the relationship between the University and its donors. The Committee has responsibility to educate and engage the members of the Board with respect to their roles and responsibilities in helping to achieve fund raising success.
 2. The principal responsibilities of the Committee are:
 - (a) To guide the Board in its leadership of Western's philanthropic culture as an integral support of the University's mission.
 - (b) To set a policy framework that encourages philanthropy that is donor focused and to ensure that fund raising activities support the mission and strategic priorities of the University.
 - (c) To provide policy guidance, strategic guidance and oversight to all fund raising and donor relations programs.
 - (d) To recommend long-term institutional fund raising plans to support the academic strategy of the University, and to recommend annual financial targets for fund raising to the Board.
 - (e) To monitor and evaluate progress at least quarterly in meeting fund raising financial targets and plans and to report openly and regularly to the University community on the impact, efficiency and efficacy of fund raising activities.
 - (f) To ensure appropriate volunteer resources are mobilized to support fund raising activities and that the appropriate staff resources and functions are in place to support volunteer activities.
 - (g) To ensure that adequate budgetary resources are allocated to support institutional fund raising and to set standards for and monitor the total cost of raising funds, providing accountability to donors and the University community in the efficiency and effectiveness of fund raising efforts.
 - (h) To set, monitor and evaluate policies, criteria, standards and activities for donor relations and stewardship of gifts made to the University, serving as the principal volunteer body to lead and participate in donor relations activities.

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- (i) To establish criteria for the recognition of donor gifts to the University, including the naming of physical spaces, endowments, academic positions and programs to recognize donors' gifts, and to approve and/or recommend naming to the Board in accordance with Board policies.
- (j) To ensure that marketing, communications and branding programs and activities are in place to support the University's philanthropic objectives.
- (k) To review these Terms of Reference at least biennially, and recommend amendments to the Board of Governors as necessary; and
- (l) To evaluate annually the effectiveness of the Committee against these Terms of Reference; and
- (m) To develop an annual work plan, in consultation with the President and the Vice-President (External).

MEMBERSHIP AND PROCEDURES

3. The membership of the Committee shall be:

The Chair of the Board
The Vice-Chair of the Board
The Chancellor
The President & Vice-Chancellor

The Vice-President (External) (non-voting)
The Secretary of the Board (non-voting)
The Chair of the Ivey Development Committee (or designate)
The President of the Alumni Association (or designate)
The Campaign Chair (or designate) (when applicable)

At least five members of the Board, appointed by the Board
Four additional members, appointed by the Board

4. The quorum for meetings shall be 9 members, at least 5 of whom must be voting members.
5. The terms of appointed members shall be two years, renewable.
6. The Chair and the Vice-President (External) will determine, from time to time, which staff from the Division of External Relations shall be assigned to the Committee as non-voting Resource Persons:
7. The Chair and Vice-Chair of the Committee shall be appointed by the Board. The Secretary of the Board (or designate) shall be Secretary of the Committee.