Terms of Reference: Fundraising and Donor Relations Committee

Effective Date: June 27, 2024

Supersedes: September 21, 2021; April 26, 2018; June 23, 2016; January 28, 2016; June 24, 2010; September 24, 1998; March 25, 1993; March 27, 1992

Date of Next Review: Spring 2027

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1. The Fundraising and 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, providing strategic guidance, and directly supporting the ongoing generation of philanthropic dollars for the University. In addition, the Committee provides oversight and support to the relationship between the University and its donors. The Committee has a responsibility to educate and engage the Board with respect to its roles and responsibilities in helping to achieve fundraising success.

2. The principal responsibilities of the Committee are to:

   (a) guide the Board in its leadership of Western's philanthropic culture as an integral support of the University's mission;

   (b) set a policy framework that encourages philanthropy that is donor focused and ensure that fundraising activities support the mission and strategic priorities of the University;

   (c) provide policy guidance, strategic guidance and oversight to all fundraising and donor relations programs;

   (d) recommend long-term institutional fundraising plans to support the academic strategy of the University, and to recommend annual financial targets for fundraising to the Board;

   (e) monitor and evaluate progress at least quarterly in meeting fundraising financial targets and plans and to report openly and regularly to the University community on the impact, efficiency and efficacy of fundraising activities;

   (f) ensure appropriate volunteer resources are mobilized to support fundraising activities and that the appropriate staff resources and functions are in place to support volunteer activities;

   (g) ensure that adequate budgetary resources are allocated to support institutional fundraising 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 fundraising efforts;

(h) 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;

(i) 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) ensure that marketing, communications and branding programs and activities are in place to support the University's philanthropic objectives;

(k) review these Terms of Reference at least every three years, and recommend amendments to the Board as necessary;

(l) evaluate annually the effectiveness of the Committee against these Terms of Reference;

(m) develop an annual work plan in consultation with the President & Vice-Chancellor and the Vice-President (Western Advancement); and

(n) in fulfilling its responsibilities, be mindful of the principles of equity, diversity, inclusion, and decolonization.

MEMBERSHIP AND PROCEDURE

3. The membership of the Committee shall be:

Chair of the Board
Vice-Chair of the Board
Chancellor
President & Vice-Chancellor
President of the Alumni Association (or designate)
Chair of the Ivey Development Committee (or designate)
Campaign Chair (or designate) (when applicable)
At least five members of the Board, appointed by the Board
Four additional members, who are not members of the Board, appointed by the Board
Vice-President (Western Advancement) (non-voting)
University Secretary (non-voting)

4. The Committee shall have a Chair and Vice-Chair, appointed annually by the Board, as set out in By-Law No. 1 (section 42). The Chair must be an external Board member. The University Secretary shall be Secretary of the Committee.

5. The membership of the Committee shall be determined by the Board annually, as set out in By-Law No. 1 (section 42), except that the terms of the four additional members who are not members of the Board shall be two years, renewable.

6. The Chair of the Committee and the Vice-President (Western Advancement) will determine, from time to time, which staff from the division of Western Advancement shall be assigned to the Committee as non-voting resource persons.

7. The Committee shall normally meet four times annually. Special meetings of the Committee shall be held as agreed by the Committee or as called by the Chair of the Committee or of the Board.

8. Pursuant to By-Law No. 1 (section 47), the quorum for meetings shall be a majority of the voting members. [*Quorum based on current membership: 10 voting members]*