

POLICY 2.2 - Fundraising

Policy Category:	Financial
Subject:	Fundraising
Sections:	Purpose ; Definitions ; Policy ; Principles ; Fundraising for the University ; Fundraising for other Charities or Non-Profit Organizations ; Approval ; Revocation
Approving Authority:	Board of Governors
Responsible Officer:	Vice-President (Western Advancement)
Responsible Office:	Western Advancement
Related Procedures:	Procedure for Policy 2.2 - Fundraising Approval
Related University Policies:	1.1 Use of University Facilities 1.3 Political Candidacy of Students 1.5 Picketing, Distribution of Literature and Related Activities 1.12 Advertising, Sponsorship and Promotional Activity 1.15 Corporate Use of University Name and Trademarks 1.16 Policy on Smoking, Vaping & Tobacco Use 1.17 Licensed Commercial Use of University Name and Trademarks 1.33 Campus Alcohol Policy 1.38 Rights and Responsibilities of Academic Freedom 1.50 Signage and Election Posters 2.1 Gift Acceptance
Effective Date:	February 5, 2026
Supersedes:	January 24, 2008

I. PURPOSE

The purpose of this Policy is to guide Organizers of any Fundraising activity, whether or not Tax Receipts are involved.

This Policy sets out the considerations and processes for:

- (i) Fundraising for the University on or off University property, or virtually; and
- (ii) Considerations and approval requirements for Fundraising for or by other charitable organizations and non-profits on University property.

II. DEFINITIONS

- Agreement:** A written agreement between an Organizer and the University regarding Fundraising.
- Board:** The Board of Governors of the University.
- Business Receipt:** As defined in [MAPP 2.1 Gift Acceptance](#).
- Donor:** An Entity making a Gift or Grant.
- Entity:** An individual, corporation, partnership, joint venture, trust, or other legal entity.
- Fundraising:** The process of collecting money or other resources. It involves engaging potential Donors or Sponsors through outreach. Examples include, but are not limited to, personal solicitation; solicitation of sponsorships; or events (e.g., golf tournaments).
- FDRC:** The Fundraising and Donor Relations Committee established by the Board.
- Gift:** As defined in [MAPP 2.1 Gift Acceptance](#).
- Grant:** As defined in [MAPP 2.1 Gift Acceptance](#).
- Organizer:** An Entity that arranges, coordinates or manages an event, task or solicitation in a structured way. This could include, but is not limited to faculty, librarians, archivists, staff, students, student groups and associations, alumni, Volunteers, employee groups, and other Third Parties.
- Policy:** This Fundraising Policy, as may be amended from time to time.

- Procedures:** The procedures to this Policy as may be amended from time to time.
- Sponsor:** As defined in [MAPP 1.12 Advertising, Sponsorship and Promotional Activity](#).
- Sponsorship:** As defined in [MAPP 1.12 Advertising, Sponsorship and Promotional Activity](#).
- Tax Receipt:** As defined in [MAPP 2.1 Gift Acceptance](#).
- Third Party:** Any individual not employed by the University, but excluding agents, contractors, and subcontractors hired by the University to perform a service.
- University:** The University of Western Ontario operating as Western University.
- Volunteer:** A person who offers their time, skills or services freely and without pay.

III. POLICY

1. PRINCIPLES

- 1.1. All Fundraising shall be approved and conducted in accordance with the following principles:
- 1.1.1. Fundraising must not jeopardize the University's registered charitable status.
 - 1.1.2. The University values and will protect its integrity, autonomy, and academic freedom. It will not approve Fundraising that would compromise these fundamental values.
 - 1.1.3. The University will not approve Fundraising that will compromise its reputation, its commitment to its academic mission or its essential values, as articulated in its strategic documents. These include values respecting Indigeneity, equity, diversity, inclusion, accessibility, and anti-racism.
 - 1.1.4. Fundraising will be coordinated to employ strategies that reflect the complex values, connections, and multiple areas of interests that students, alumni, donors, or potential donors might have, providing tailored outreach that aligns with University priorities.
 - 1.1.5. The University reserves the right to refuse Fundraising that requires conditions, restrictions, or expenditures that the University deems unacceptable.

- 1.1.6. The request for Fundraising is made with the full knowledge and support of the Dean, and/or Department Chair, Vice-Provost (Students), Associate Vice-President, or Director of the University unit that will benefit from the proceeds of the activity, if applicable.
- 1.1.7. Organizers of any Fundraising will conduct themselves in accordance with professional standards of accuracy, truth, and integrity.
- 1.1.8. Fundraising will comply with Western's Manual of Policy & Procedure and applicable laws.
- 1.1.9. Fundraising must not expose the University to unacceptable risk or liability. This means that:
 - Fundraising should not be difficult or costly to administer or hold;
 - Fundraising shall not be funded through illegal or unethical activities; and
 - The legal or moral authority of the Organizer should not be in question.

2. FUNDRAISING FOR THE UNIVERSITY

- 2.1. All requests to Fundraise for the University should be forwarded to the Vice-President (Western Advancement) or their designate(s).
- 2.2. Fundraising activity must be approved prior to implementation. Approval will be in the form of a signed Agreement with the Organizer.
- 2.3. All monies collected, receipted, or acknowledged by the University must be under the University's control. The University must also retain control over the spending of funds raised.
- 2.4. The University's charitable number can only be used if prior approval has been obtained from the division of Western Advancement.
- 2.5. All requests for Tax Receipts or Business Receipts must adhere to [MAPP 2.1 Gift Acceptance](#).
- 2.6. Any data stored by the University is kept strictly confidential and secure and will not be shared with Third Parties for any Fundraising activity without explicit consent from Western Advancement and/or in compliance with the law.
- 2.7. The University will not use its charitable number or status for applications for charitable gaming licenses.

- 2.8. Prizes of chance for Fundraising purposes that have “no purchase necessary” and a skill-testing question, where a charitable gaming license is not required, will be limited and must be approved.

3. FUNDRAISING FOR OTHER CHARITIES OR NON-PROFIT ORGANIZATIONS

- 3.1. Fundraising for or by other charitable or non-profit organizations on University property requires approval.

4. APPROVAL

- 4.1. The authority to approve Fundraising rests with the Board or its delegate(s).

- 4.1.1. The Vice-President (Western Advancement) has been delegated the authority to approve or revoke approval of Fundraising on or off University property where funds are being raised to benefit the University.

- 4.1.2. The Vice-President (Western Advancement) has been delegated the authority to approve or revoke approval of Fundraising on University property where funds are being raised for or by another charitable or non-profit organization.

- 4.2. Fundraising requests will be reviewed and prioritized in the following order:

- 4.2.1. Fundraising that supports a University funding priority.

- 4.2.2. Fundraising that supports a student group created for academic purposes.

- 4.2.3. Fundraising that supports a student group affiliated with the University.

- 4.2.4. Fundraising that supports another charitable or non-profit organization executed by Western staff, faculty, or students.

- 4.2.5. Fundraising that supports another charitable or non-profit organization executed by a Third Party.

5. REVOCATION

- 5.1. Approval may be revoked effective immediately and without written notice where continuation of Fundraising would, in the opinion of the Board or its delegate(s), be contrary to the principles articulated in this Policy.

- 5.2. In addition to the right of revocation set forth in Section 5.1 above, the Board or its delegate(s) may revoke Fundraising if there is a shortfall in the promised payment(s) outlined in the Agreement, following reasonable notice to the Organizer and an opportunity to address the shortfall.
- 5.3. Consistent with the *Income Tax Act*, if Fundraising is revoked, the University shall not return any portion of the funds already received except where legally permitted.

Last Reviewed: