POLICY ʹ Philanthropic Fundraising

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II. ROLES AND RESPONSIBILITIES
a. Responsible Executive: Vice President of Advancement
b. Responsible Administrator: Vice President of Advancement
c. Responsible Office: Office of Advancement
d. Policy Contact: Vice President of Advancement

III. DEFINITION
1) Fundraising: All activities undertaken by (or on behalf of) AUK for the aim of receiving
money or property through donation.
2) Gift (or donation or contribution): A voluntary transfer of money, assets and/or
property to AUK, motivated on the part of the donor(s) by benevolence, who do not
receive any material benefits in return.
3) Cultivation (or donor cultivation): The act of approaching prospective donors in order
to build relationships, with a view to requesting funds or support for the University.
4) Beneficiary: The recipient of a donation. This could be the University, or a specific unit,
college, lab, project, staff/faculty member, or student.
5) Bequest: A donation of assets or cash by legal Will.
6) Donor: An individual or organization donating to AUK (past and present).
7) Prospect: An individual or organization that may choose to donate to AUK in the future.
8) Pledge: A documented commitment to make a gift within a specified future timespan.
9) Endowment: A gift for the specific purpose of investing the said gift, to ensure ongoing
returns resulting from investment earnings.
10) Agreement (or contract or terms): A legal document (e.g. contract or MOU) which
specifies, in writing, the terms by which a gift to the University is to be utilized.
11) In-Kind donation: A donation of physical assets and/or property.
12) Stewardship (or donor stewardship): The process of management and relationship-building that commences after a donor makes a gift.
13) Sponsorship: The transfer of money or property to the University in a transaction
where the sponsor receives certain pre-agreed material benefits in return.

IV. POLICY STATEMENT
1) This Policy document sets out the principles under which AUK operates when

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V. POLICY PRINCIPLES
1) The Office of Advancement leads fundraising, providing the basis for a collaborative
approach centered on the needs of the University and its community. It is the
responsibility of the Office of Advancement to approach fundraising on a collective
basis, working closely with concerned beneficiaries in donor cultivation and
stewardship, particularly in the collection of data for proposals and reporting.
2) The Office of Advancement is responsible for outlining appropriate strategies, and
developing effective procedures, for continuously engaging donors.
3) Fundraising activities are conducted ethically, in line with the University’s strategy,
values, and policies.
4) All accepted gifts are governed by legal-binding, written agreements.

VI. POLICY PROCEDURES
1) AUK accepts gifts in money, in-kind, by bequest or in any other manner deemed
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8) Irrespective of the solicitation method, accompanying marketing materials (including
proposals) are carefully researched and prepared by the Office of Advancement. All
information must be verified to ensure that it is accurate and does not mislead
potential donors.
9) Proposals are reviewed and approved by the Office of President prior to submission.
10) Donations take the form of single or recurring payments. Payment can be made by
cash, bank transfer, check, direct debit, standing order, payroll/regular giving or
online.
11) All restricted gifts are used solely for the purpose agreed between the donor and AUK.
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