



Sponsorship and Donations Policy

PURPOSE

The purpose of this policy is to provide a framework for the Association to solicit, evaluate, and, if appropriate, accept gifts/donations and sponsorships from external organizations.

DEFINITIONS AND SCOPE OF POLICY

For income tax purposes, a gift or donation of property is defined as a voluntary transfer of property without any expectation of benefit accruing to the donor or anyone associated with the donor. The scope of this policy includes such things as donations of money, securities, gifts, bequests, endowments, or tangibles such as equipment, art, or real estate. In general, and to receive a tax receipt, all such bequests, gifts, and donations of money, securities, property, real estate, art, and tangibles are directed to the ACA Foundation and are subject to the policies of the Foundation.

Sponsorship is defined as a mutually beneficial exchange arranged in advance whereby the sponsor receives value in return for cash or goods- or services-in-kind provided to the Association. Sponsorships are usually considered business expenses and are not subject to GST or HST. They are not charitable donations that are eligible for tax receipts. As a result of this sponsorship, the Association obtains support for a specified activity, and the sponsor receives acknowledgement in return for cash and/or products and services-in-kind to the Association.

This policy is designed to be mindful of the Association's status as a nonprofit organization under the Canada Not-for-profit Corporations Act. Other provincial, territorial, and federal legislation may also apply.

This policy does not apply to the Association's activities surrounding naming opportunities for recognizing honorific considerations. For those activities, please consult the Association's Naming Policy.

POLICY STATEMENT

As a federally-incorporated non-profit voluntary organization with limited revenue opportunities, the Association actively encourages individuals, corporations, institutions, and other organizations to become donors or sponsors in support of its organizational efforts. The purpose of gifts/donations or sponsorships is to increase the Association's ability to deliver services to its members and to achieve the strategic goals of the Association. The Association welcomes corporate sponsorship support of its organizational efforts in the following areas:



- Annual conference;
- Archivaria, Journal of the Association of Canadian Archivists; and
- Any other project or event with a large number of participants and/or extends over a longer period of time that attracts a high level of archives community attention so as to provide adequate value to a potential sponsor, while justifying the investment of the Association's human resources to recruit a sponsor(s), formalize the arrangements and deliver on the Association's commitments.

Both gifts/donations and sponsorships must be accompanied by formal written agreements documenting either the transfer of the gift/donation to the Association or the terms of the sponsorship defining what the Association will provide to the sponsor. The terms of sponsorship agreements will vary from sponsor to sponsor depending on the negotiations between the sponsor and the Association.

The Association reserves the right to refuse, accept or decline any gift, or donation, at its absolute discretion or to negotiate with the donor concerning any aspect of a gift, or donation.

The Association will not accept gifts/donations or sponsorships that:

- reflect in a negative manner on the Association;
- do not align with its mission statement; and/or
- are not in the best interests of the Association as determined by the Board.

The Association does not endorse, directly or by implication, any products or services. Accepting a sponsorship does not imply endorsement of products or services by the Association. A sponsorship does not automatically imply any exclusive arrangement with the Association. The Association retains control over any sponsored program, and sponsors are not provided input into operational matters relating to a sponsored project.

The Association reserves the right to refuse or decline any offer of sponsorship at its absolute discretion or to negotiate with the sponsor concerning any aspect of a proposed sponsorship. A sponsorship must comply with the Association's policy on conflict of interest. The Association also reserves the right to cancel a gift/donation or sponsorship if the result of maintaining it brings the Association's public reputation and/or integrity into disrepute.

This policy is not applicable to philanthropic contributions, grants, or unsolicited donations in which no benefits are granted to the sponsor and where no business relationship exists. Such contributions may be referred to the ACA Foundation.



POLICY REQUIREMENTS

In order to achieve the goals of this policy, the Association will:

- solicit gifts/donations or sponsorships;
- review gifts/donations or sponsorships offered to support its operations; and
- enter into sponsorship agreements with sponsors it deems appropriate under this policy.

ACCOUNTABILITIES

General Principles

Association members are bound by the Volunteer Code of Conduct when participating in Association business, declaring conflicts of interest, and maintaining confidentiality of information. Employees and contractors of the Association are bound by the terms of their job descriptions or contracts regarding the handling of their duties; in the absence of any specific terms, this policy and the Volunteer Code of Conduct will apply as best practices documents.

Board of Directors

The Board of Directors will receive reports from the Executive Director regarding all gifts/donations and sponsorships. The Board will also review any sponsorship proposals exceeding \$15,000 in value in light of the Association's mission, goals, policies, and best interests.

The Board of Directors will cancel any gift/donation or sponsorship if its effect is to bring the public reputation and/or integrity of the Association into disrepute.

Secretariat

The Executive Director will report all offers of gifts/donations and sponsorships to the Board.

The Executive Director is responsible for deciding whether donations or sponsorships valued at less than \$15,000 will be solicited and/or accepted based on an assessment of the Association's mission, goals, policies and best interests and the wishes of its members. The Executive Director will review and may accept or refuse any sponsorship under the value of \$15,000.

The Executive Director will forward any proposals for donations or sponsorship valued at more than \$15,000 to the Board for the Board's decision.

The Executive Director or designate is responsible for drafting and signing the formal written agreement or confirmation with the sponsor or designate setting out the terms of the sponsorship, including any recognition to be provided to the sponsor.



Members

As the primary stakeholders of the Association, members are encouraged to identify possible opportunities for gifts/donations or sponsorships to Board members or the Secretariat. Members are also encouraged to express their opinions at any time to Board members or the Secretariat regarding gifts/donations or sponsorships which they feel do not meet the objectives of this policy.