



Donation and Sponsorship Request Guidelines

Rationale

Donation and sponsorships associate SAMU's name and reputation with other groups or organizations, and this needs to be done with an awareness of the alignment or misalignment of the values of these groups or organizations with those of SAMU as well as the ability of these donations and sponsorships to further the vision and mission of SAMU.

Guidelines for the evaluation of donation and sponsorship requests provide consistency and accountability for SAMU.

Definitions

The **criteria** for a donation or sponsorship are contributions that support students of MacEwan University and align with the vision, mission, and values of SAMU.

Sponsorship is the association of SAMU's name or brand with an initiative, activity, or organization in exchange for a monetary or non-monetary contribution.

A **Donation** is a gift of assets (monetary or non-monetary) or services by, or to, a group or organization.

An **immediate family member** is a spouse or child.

Regulations

General

- 1** Donation and sponsorship requests are accepted via the SAMU website.
- 2** All donation and sponsorship requests must meet the established criteria in order to be considered for approval.

Donations

Providing Donations

- 3** Executive Committee approves all donation requests.
- 4** Individual donations may not exceed \$1000.
- 5** A \$100 donation to a charity may be made in the event of the death of a SAMU staff member or the death of an immediate family member.

Obtaining Donations



6 SAMU accepts donations from all and any legal enterprises.

Sponsorship

Providing Sponsorship

7 The Executive Committee approves all sponsorship requests received by SAMU.

Obtaining Sponsorship

8 The General Manager approves all sponsorships valued at up to ten thousand dollars.

9 The Executive Committee approves all sponsorships valued at over ten thousand dollars.

10 With prior approval from the General Manager, individual SAMU departments may seek sponsorships above monies budgeted.

11 To ensure cost effectiveness is maintained, anticipated sponsorships will be represented in the affected department budgets.

12 A complete list of current sponsorships is maintained by the General Manager.



Fact Sheet

Approvals:

First Approval – February 4, 2015

Last Approval – December 3, 2015

Review By: December 3, 2016

Source and Updates:

Donation and Sponsorship Guidelines approved by Executive Committee motion E2015-02-04-3 upon recommendation of the Procedure Sub-Committee.

Donation and Sponsorship Guidelines approved by Executive Committee motion E2015-12-03-3 on the recommendation of the Procedure Sub-Committee.

Related Documents: