



REPORT TO

GOVERNANCE AND POLICY
COMMITTEEUPDATE TO CONSOLIDATED DONATION POLICY
(F.F.02) AND SPONSORSHIP POLICY (F.F.26)

*And looking at them Jesus said to them, "With people this is impossible,
but with God all things are possible."
Matthew 19:26*

Created, Draft	First Tabling	Review
June 27, 2017	April 11, 2017	September 6, 2017
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RECOMMENDATION REPORT		

Vision:

At Toronto Catholic we transform the world through witness, faith, innovation and action.

Mission:

The Toronto Catholic District School Board is an inclusive learning community uniting home, parish and school and rooted in the love of Christ.

We educate students to grow in grace and knowledge to lead lives of faith, hope and charity.



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A. EXECUTIVE SUMMARY

This report provides parameters and clarifies the process required for school donations and sponsorships. Staff propose that the current Donation Policy (F.F.02) and Sponsorship Policy (F.F.26) be updated and consolidated into the Donation and Sponsorship Policy (F.F.02) in Appendix A. Included in the policy is a “Terms of Reference of Donations (Appendix B),” a “Protocol Governing Acceptance of Donations (Appendix C),” parameters to assist in “Determining Whether to Have a Sponsorship—The Sponsorship Process (Appendix D)” and a “Terms of Reference of Proposed Sponsorships (Appendix E).” An update of the proposed policy in meta format is attached as Appendix A.

The cumulative staff time dedicated to this report was 58 hours.

B. PURPOSE

1. The purpose of this report is to recommend a revised policy with parameters to clarify the process required for school donations and sponsorships through a staff recommended revision of the existing policies and consolidation into one.
2. This Recommendation Report is on the Order Paper of the Governance and Policy Committee as it recommends a policy revision.
3. This report responds to a Trustee request through an approved motion regarding the Donation Policy (F.F.02) and Sponsorship Policy (F.F.26) during the Governance and Policy Committee Policy meeting held on June 5, 2017 that staff make recommended changes, including the following, to the proposed policy and bring back the revised policy to the September 12, 2017 Governance and Policy Committee meeting:
 1. *Donations, Page 66, Regulation 3: Transpose the second sentence with the first sentence*
 2. *Insert before the second sentence, “Where appropriate, more substantive donations will be assessed”*
 3. *The last sentence – Donations which require... should be a separate Regulation item.*
 4. *Move Regulation 4 to the end of the Donations Regulations.*

5. *Regulation 5 – after the word “letter” insert: ... to the attention of the school principal or the Partnership Development Department (include its email address and/or mailing address).*
6. *Regulation 6 should be amended to read: Acknowledgement of receipt of a donor letter will (rather than “shall” to ensure more definite language) be made within two business days....*
7. *Delete Regulation 7.*
8. *Regulation 8, replace “CRA” with “Canada Revenue Agency”.*
9. *Definitions, Donation, page 70, add to the end of the first sentence: “or to anyone designated by the donor”*
10. *Definitions, Sponsorship, page 70, insert after “Sponsorship is,” the words “a signed legal agreement” ... and add to the end of the sentence, “where the sponsor requires brand recognition through advertisement or an announcement in the school or on school property”*
11. *Sponsorship, page 68, staff to review Regulations 12, 13 and 14 and the Sponsorship process, using the same lens as the Donations Regulations.*
12. *Terms of Reference, page 72 – last sentence – delete ...school or TCDSB... and add “to the attention of the school principal or the Partnership Development Department (include its email address and/or mailing address).*

C. BACKGROUND

1. The Donation Policy (F.F.02) and Sponsorship Policy (F.F.26) were approved at Board on August 26, 2010 and have not been reviewed since.
2. At the November 8, 2016 meeting of the Governance and Policy Committee, staff provided a verbal update regarding the status of the Sponsorship policy to the Committee. Arising from the Committee discussion, staff were requested to report back to a subsequent meeting of the Governance and Policy Committee with a final revised draft of the Sponsorship policy.
3. At the January 18, 2017 meeting of the Governance and Policy Committee, staff provided a report regarding the revised Donation Policy (F.F.02) and

Sponsorship Policy (F.F.26) to the Committee. During the Committee discussion, the Trustees commented on the duplication of procedures in the revised Donation Policy (F.F.02) and Sponsorship Policy (F.F.26) and considered consolidating the two policies.

4. At the January 18, 2017 meeting, the Governance and Policy Committee approved a motion regarding Donation Policy (F.F.02):

- *That Regulation 4 change to Regulation 5*
- *That Regulation 4 read that all Art donations and gifts-in-kind be recorded in an Art Registry under the supervision of the Board Archivist*
- *That the Governance and Policy Committee recommend to the Board of Trustees that a report be provide regarding the inventory process*
- *That TCDSB be inserted before Operational Procedures in Procedures Number 2*
- *That the following sentence be added as the last sentence in Procedure Number 3: "Acknowledgement of receipt of a communication should be made within three business days."*
- *That under Terms of Reference for Gifts, add: "... and forwarded to the Partnership Development Department" to the last sentence.*
- *That Regulation number 2 be removed.*

Additionally, the Governance and Policy Committee approved a motion regarding Sponsorship Policy (F.F.02):

- Received and that staff review the Sponsorship Policy with the same lens as the Donation Policy feedback at the earliest opportunity.
5. Staff were requested to report back to a subsequent meeting of the Governance and Policy Committee with a final revised draft of the Donation Policy (F.F.02) and Sponsorship Policy (F.F.26).
 6. Arising from the Committee discussion regarding the duplication of procedures (in the revised Donation Policy (F.F.02) and Sponsorship Policy (F.F.26), staff were prompted by a need to clarify and simplify processes. To that end, staff updated and consolidated the Donation Policy (F.F.02) and

Sponsorship Policy F.F.26 into the Donation and Sponsorship Policy (F.F.02).

7. At the April 11, 2017 meeting of the Governance and Policy Committee, staff provided a report regarding the Donation Policy (F.F.02) and Sponsorship Policy (F.F.26) consolidated into the Donation and Sponsorship Policy (F.F.02) to the Committee.
8. Arising from the Committee discussion, staff were requested to report back to the May 9, 2017 meeting of the Governance and Policy Committee with a final revised draft of the consolidated Donation and Sponsorship Policy (F.F.02) Policy (F.F.26) with the input provided by the Committee at the January 18, 2017 meeting of the Governance and Policy Committee.
9. At the June 5, 2017 meeting of the Governance and Policy Committee, staff provided a report regarding the Donation Policy (F.F.02) and Sponsorship Policy (F.F.26) consolidated into the Donation and Sponsorship Policy (F.F.02) to the Committee.
10. Arising from the Committee discussion, staff were requested to report back to the September 12, 2017 meeting of the Governance and Policy Committee with a final revised draft of the consolidated Donation and Sponsorship Policy (F.F.02) Policy (F.F.26) with the input provided by the Committee at the June 5, 2017 meeting of the Governance and Policy Committee.

D. EVIDENCE/RESEARCH/ANALYSIS

1. The current process to engage in sponsorships is not clear nor consistent across the system despite the existing protocol which is reflected in the current policy.
2. Although the protocols for the Sponsorship policy are distinct from the Donation policy, the two policies can be seen as companion pieces.

3. Since there is a common thread throughout the two policies, the policies have been updated and combined into the Donation and Sponsorship Policy (F.F.02).
4. Given the need for clarity and permissions in terms of acceptance of donations by schools and school sponsorships, the policy has been updated to include TCDSB operational procedures outlining the terms of reference for donations, protocols governing acceptance of donations and sponsorship process as a reference for principals and stakeholders (see Appendices B, C, D and E).
5. Additionally, the unedited, current Donation Policy (F.F.02) and Sponsorship Policy (F.F.26) are included (see Appendix F and Appendix G respectively).

E. METRICS AND ACCOUNTABILITY

1. Recommendations in this report will be monitored by Policy Development staff.
2. Further reports to Board will be brought as necessary.

F. IMPLEMENTATION, STRATEGIC COMMUNICATIONS AND STAKEHOLDER ENGAGEMENT PLAN

1. Implementation will include updating the policy on the TCDSB policy register.
2. This update will be communicated to all schools and stakeholders to ensure compliance.

G. STAFF RECOMMENDATION

Staff recommend that the updated Donation and Sponsorship Policy (F.F.02) provided in Appendix A along with Appendices B, C, D and E be adopted, and that Sponsorship Policy (F.F.26) be rescinded.