



## Board Governance Policy Manual

<b>POLICY CATEGORY:</b>	<b>EXECUTIVE LIMITATIONS</b>	<b>POLICY NUMBER:</b>	<b>D09</b>
<b>POLICY TITLE:</b>	<b>PARTNERSHIPS, SPONSORSHIPS, STRATEGIC ALLIANCES &amp; PHILANTHROPIC GIFTS</b>	<b>EFFECTIVE:</b>	<b>OCT. 12/05</b>
<b>REFERENCE (MOTION):</b>	<b>374.O.8.1 (EST. OCT. 2005)</b>		

### 1.0 PURPOSE

Consistent with the College's mission as defined in Outcomes Policy A01, and the broad scope of College activities, it is likely that significant opportunities for partnerships, sponsorships and strategic alliances will arise. It is recognized that considerable benefits are gained when organizations work together to accomplish common goals. However, it is also recognized that there are risks and benefits associated with these relationships. As a result, the Board has developed this policy to define executive limitations associated with the development and implementation of partnerships, sponsorships and/or strategic alliances.

### 2.0 APPLICATION AND SCOPE

This policy applies to the President.

### 3.0 DEFINITIONS

**"Partnership"** refers to an agreement between the College and one or more entities (including private companies, nonprofit organizations, public institutions or government agencies) for the purpose of achieving common shared objectives. The partnership agreement may result in the creation of a new entity or in a merger of existing entities or portions of entities. The partnership agreement will include the rules governing the operation of the partnership.

**"Sponsorship"** is agreement between the College and another entity in which the College receives cash or other tangible benefit in return for providing some form of public recognition to the sponsor.

**"Strategic Alliance"** is an agreement between the College and one or more entities (including private companies, nonprofit organizations, public institutions or government agencies) for the purpose of achieving mutually beneficial but different objectives. The objectives of each participating entity may be different but must be harmonious. During the strategic alliance, each entity maintains an identity distinct from the other(s). The strategic alliance agreement may include rules describing how the entities will work together.

**“Philanthropic Gifts”** refers to an agreement between the College and/or its Foundation and another entity by which the College receives a charitable gift. A charitable gift is defined as the transfer of ownership of property (cash, or gifts-in-kind such as goods or land) to a registered charity, according to specified conditions. The transfer must be voluntary and the donation must be intended to enrich the donor and not to secure an advantage for the donor in consideration of, or in gratitude for the donation. If these conditions are met, the donor may receive a donation tax receipt for the “eligible amount” of the gift.

#### **4.0 PRINCIPLES**

1. All proposed partnerships, sponsorships, strategic alliances and philanthropic gifts must be:
  - a. Assessed with respect to the College’s vision, mission and values;
  - b. In compliance with policies and regulations governing the development and delivery of programs;
  - c. Referred to affected service areas for consultation;
  - d. Consistent with the strategic and business plans of the College;
  - e. Assessed to ensure that the College will not be placed at risk; and
  - f. Sustainable and mutually beneficial to all partners.
  
2. The President shall not fail to:
  - a. Evaluate the expected impact upon the College’s finances before entering into any partnership, sponsorship and/or strategic alliance or to ensure that appropriate safeguards are in place to manage the financial risk associated with such ventures.
  - b. Evaluate the expected impact of the partnership, sponsorship, strategic alliance and/or philanthropic gift on the College’s image.
  - c. Employ safeguards to protect the academic and research integrity of the College.
  - d. Ensure compliance with guidelines and/or advisories from relevant Canadian government agencies.
  - e. Ensure that College staff or students involved in a partnership, sponsorship, strategic alliance and/or charitable giving are provided with information and support regarding relevant legislation.
  - f. Ensure that College staff involved in a partnership, sponsorship, strategic alliance and/or charitable giving maintain accepted standards of business and professional ethics in the geographical jurisdiction of the partnership.

- g. Ensure that contingency plans are in place to respond to serious safety or health hazards for College staff and students in a partnership, sponsorship and/or strategic alliance.

## **5.0 MONITORING**

The President will verify in writing at the Annual General Meeting that he/she has neither caused nor knowingly permitted any practice, activity, decision or organizational circumstances related to partnerships, sponsorships and strategic alliances and charitable giving that is unlawful, imprudent or in violation of commonly accepted business and professional ethics.

## **6.0 POLICY REVIEW DATE**

SEPTEMBER 8, 2010

February 11, 2015

Annual

Next Review – February 2016