



COLLEGE OF THE NORTH ATLANTIC
OPERATIONAL PROCEDURE

TOPIC: STEWARDSHIP

Procedure No.	PA-610-PR	Division	Public Affairs
Supersedes	n/a	Board Policy Ref.	n/a
Related Policies/Procedures	PA-610 PA-608 PA-609	Effective Date	December 20, 2022 (R4)

PROCEDURE

1.0 Gift Acknowledgement

- 1.1 All gifts to the College of the North Atlantic (CNA) will receive a tax receipt as per Section 118.1 (1) of the *Income Tax Act*, along with a customized acknowledgement letter:
 - 1.1.1 The Manager of Alumni and Advancement will sign letters for gifts of less than \$1,000.
 - 1.1.2 Letters for gifts from \$1,000 to less than \$50,000 will be signed by the Associate Vice President of Public Affairs.
 - 1.1.3 All acknowledgement letters for gifts of \$50,000 to \$99,999 are signed by the President.
 - 1.1.4 Gifts of \$100,000 and over are signed by the President and/or Chair of the Board of Governors where deemed appropriate. The President may add personalization to these letters as needed. For designated gifts, a copy of the acknowledgement letter may be sent to the appropriate CNA department, as needed.

2.0 Donor Recognition

2.1 Donor recognition may take many forms such as special events, naming opportunities, magazine/newspaper article(s) as well as small gifts of appreciation where appropriate.

2.1.1 General Giving/Pledges (less than \$1,000)

- Acknowledgement letter, including tax receipt (if applicable) shall be sent from the Manager of Alumni and Advancement.
- Annual holiday card from the Office of Alumni and Advancement.
- Individual donors may receive a token gift.

2.1.1.1 Award Donors, in addition to 2.1.1 recognition benefits listed above, will also receive:

- Invitation to awards reception or graduation.
- Thank you card provided to each award recipient to send to appropriate donor with self-addressed envelope.

2.1.2 Vice President's Circle (\$1,000 to less than \$50,000)

- Acknowledgement letter from the Associate Vice President of Public Affairs.
- Individual donors may receive a token gift.
- Annual holiday card from the Office of Alumni and Advancement and/or Associate Vice President of Public Affairs.
- Invitation to annual event by the Associate Vice President of Public Affairs (e.g., Partner's Reception).
- Further recognition is available based on the value of the gift and in consultation with the donor.

2.1.2.1 Award Donors, in addition to 2.1.2 recognition benefits listed above, will also receive:

- Invitation to awards reception or graduation.

- Thank you card provided to each award recipient to send to appropriate donor with self-addressed envelope.
- Annual Contribution Reports to each award donor including a list of all award recipients.

2.1.3 President's Circle (\$50,000 to less than \$100,000)

- Acknowledgement letter from the President.
- Individual donors may receive a token gift.
- Annual holiday card from the Office of Alumni and Advancement and/or the President's Office.
- Alumni and Advancement Office to work with individual donors for recognition event or announcement.
- Further recognition is available based on the value of the gift and in consultation with the donor.

2.1.3.1 Award Donors, in addition to 2.1.3 recognition benefits listed above, will also receive:

- Invitation to awards reception or graduation.
- Thank you card provided to each award recipient to send to appropriate donor with self-addressed envelope.
- Annual Contributions Reports to each award donor including a list of all award recipients.

2.1.4 Board of Governors Circle (\$100,000 plus)

- Acknowledgement thank you letter with receipt from President and/or Board Chair.
- Individual donors may receive a token gift.
- Donor recognition events where appropriate.
- Annual holiday card from the Office of Alumni and Advancement and/or the President's Office.

- Office of Alumni and Advancement to work with individual donors for recognition event or announcement, including President/executive/board engagement.
- Further recognition is available based on the value of the gift and in consultation with the donor.

2.1.4.1 Award Donors, in addition to 2.1.4 recognition benefits listed above, will also receive:

- News release, photo opportunities where appropriate and other promotion as required.
- Invitation to awards reception or graduation.
- Thank you card provided to each award recipient to send to appropriate donor with self-addressed envelope.
- Annual Contribution Reports to each award donor including a list of all award recipients.

Approval History	
Approved by President	January 24, 2008
Revision 1	March 22, 2010
Revision 2	November 4, 2016
Revision 3	January 25, 2022
Revision 4	December 20, 2022