



Anglican Church of Canada Policies

SECTION TITLE: Resources for Mission	POLICY TITLE : Confidentiality Policy POLICY NUMBER: RfM1.1
APPLIES TO: All staff and volunteers involved in financial development and financial management	NUMBER OF PAGES: 1
DATE APPROVED: October 14, 2011	DATE LAST REVISED: April 24, 2014
DATE OF NEXT REVISION:	APPROVED BY: Resources for Mission Committee
POINT PERSON FOR INTERPRETATION AND REVIEW: Director, Resources for Mission	

Background:

A policy on confidentiality is recommended by the Association of Fundraising Professionals in their monograph, Developing Fundraising Policies and Procedures.

Rationale:

Staff, volunteers and consultants in Resources for Mission are privy to information about donors and potential donors and their families. To maintain an atmosphere of trust, confidentiality must be held as a high priority.

Policy:

Information shared with staff, volunteers and consultants about donors or potential donors to aid them in their fundraising or recording work will remain confidential to them, is not discussed in public settings, and is not disclosed or used for any other purposes except where the donor gives permission.

Related Procedures:

Those who are privy to this information must sign a confidentiality policy agreement indicating they have read this policy and understand its implications and will comply with the policy. The Director of Resources for Mission and the Treasurer has the responsibility of collecting such signed agreements for their Departments and related consultants and volunteers.

Agreements signed by staff will be kept in their personnel file; volunteer and consultant agreements will be kept in a file in the offices of the Director of Resources for Mission and the Treasurer.



Anglican Church of Canada Policies

SECTION TITLE: Resources for Mission	POLICY TITLE: Corporate Sponsorship POLICY NUMBER: RfM2.1
APPLIES TO: All staff and volunteers of the Anglican Church of Canada's Resources for Mission; staff and volunteers related to special events such as General Synod	NUMBER OF PAGES: 3
DATE APPROVED: October 14, 2011	DATE LAST REVISED: April 24, 2014
DATE OF NEXT REVISION:	APPROVED BY: Resources for Mission Committee
POINT PERSON FOR INTERPRETATION AND REVIEW: Director, Resources for Mission	

Background/ Consultation:

General Synod occasionally engages in soliciting corporate and business sponsorships, notably, but not exclusively, for the triennial General Synod meetings. The following policy is adapted from a policy approved by the Evangelical Lutheran Church in Canada.

Rationale:

Revenue diversification is a strong value in the philanthropic world. Corporate and business sponsorship is one way of increasing revenue that has been neglected by the national church, although several dioceses have been engaged in this for years. These sponsorships have the potential of providing additional support for areas of the church's mission, and also explicitly linking corporations and businesses with the ministry of the church in a kind of evangelistic outreach, with financial benefit. It is important to note that there is a considerable difference between corporate and business philanthropy (the act of giving, sharing) and corporate and business sponsorship where money is given with expected benefits returning to the corporation or business.

Policy:

The Anglican Church of Canada affirms the importance of corporate and business sponsorship in supporting activities of the church and of other voluntary organizations. Consequently, the Anglican Church of Canada may solicit corporate and business sponsorships for events, programs and operations.

The Anglican Church of Canada acknowledges the care that it must take in considering corporate and business sponsorships and endorsements.

The Anglican Church of Canada may consider in-kind, indirect, and monetary sponsorships. All such sponsorships will be agreed to by both parties in a signed letter of agreement.

The Anglican Church of Canada will publicly express appreciation for these sponsorships and endorsements in appropriate ways. In anticipation of such public acknowledgement, all sponsorships valued at more than \$5,000, or those where exclusivity is offered, must be reviewed by the General Secretary in consultation with the Director of Resources for Mission, to ensure that acceptance complies with the church's public policy positions.

The Anglican Church reserves the right to refuse any corporate or business sponsorship.

Related Procedures:

Recognition of corporate and business sponsors through such vehicles as the website, print materials associated with the event, public announcements, etc. will be stipulated in the agreement. Recognition may include a display of the sponsor's name and logo, a few words of description, and a link to the sponsor's website. Additional recognition, if considered appropriate, will depend on the amount of the sponsorship from this and other corporations and/or businesses.

Recognition does not imply endorsement of a sponsor's product, and the sponsor may not suggest such endorsement or use the name of the Anglican Church of Canada for commercial purposes.

Sponsorship agreements will be drafted by a staff member of the Department of Resources for Mission, following a template developed by the department and reviewed annually.

The agreement will be with the sponsoring corporation or business directly.

The agreement will be approved and signed by the General Secretary or his/her designate and also signed by the sponsor's representative.

The sponsorship agreement will include:

- The nature and amount of the sponsorship;
 - The planned use of the contribution;
 - The recognition the sponsor will receive;
 - Details about how the sponsor's logo, name and URL may be used;
 - Details about how the sponsor may use the name, logo and the URL of the Anglican Church of Canada;
 - When the payment will be made;
 - The main contacts for the sponsoring organization and the church;
 - If there is an expectation of a report on the use of the sponsorship gift;
 - When the agreement will terminate;
 - How the agreement may be terminated in advance;
 - Any exclusivity commitment.
-

Files relating to corporate and business sponsorship will be kept in a locked cabinet to ensure privacy.



Anglican Church of Canada Policies

SECTION TITLE: Resources for Mission	POLICY TITLE: Donor Privacy POLICY NUMBER: RfM3.1
APPLIES TO: All staff and volunteers involved in financial development or financial management	NUMBER OF PAGES: 2
DATE APPROVED: October 14, 2011	DATE LAST REVISED: April 24, 2014
DATE OF NEXT REVISION:	APPROVED BY: Resources for Mission Committee
POINT PERSON FOR INTERPRETATION AND REVIEW: Director, Resources for Mission	

Background/Consultation: General Synod has a comprehensive Policy on Privacy Standards. This policy is developed to apply that policy to donors. Such a policy is recommended by the Association of Fundraising Professionals in their monograph, Developing Fundraising Policies and Procedures. This Policy will need to be approved by the Financial Management Committee, as well as, the Resources for Mission Committee.

Rationale:

Government legislation and attention to donor needs requires this level of diligence.

Policy:

The Anglican Church of Canada is committed to respecting the privacy of donors. The type of donor information it collects and maintains follows:

- Contact information (name, address, telephone number, email address)
- Giving information
- Information on events attended, and special requests
- Information provided by the donor in the form of comments and suggestions
- Any designation of gifts
- Special updates provided to donors.

Such information is shared with staff and volunteers and consultants only on a “need-to-know” basis.

Donors’ names will not be shared with a third party. Donors’ names may be shared only with Dioceses, The Anglican Parishes of the Central Interior, the Ecclesiastical Provinces, The Anglican Foundation, The Anglican Journal, and The Primate’s World Relief and Development Committee.

Federal and provincial government policies on privacy will take precedence over this policy.



Anglican Church of Canada Policies

SECTION TITLE: Resources for Mission	POLICY TITLE: Gift Acceptance POLICY NUMBER: RfM4.1
APPLIES TO: Resources for Mission Committee and Staff, Council of General Synod, The Officers of General Synod	NUMBER OF PAGES: 5
DATE APPROVED: October 14, 2011	DATE LAST REVISED: April 24, 2014
DATE OF NEXT REVISION:	APPROVED BY: Resources for Mission Committee
POINT PERSON FOR INTERPRETATION AND REVIEW: Director, Resources for Mission	

Background, Consultation:

This draft policy is based on a policy developed for and currently used by the Diocese of Ontario. It is based on the recommendations of Frank Minton and Laura Somers in Planned Giving for Canadians, Somersmith, 1997, updated annually through the Canadian Association of Gift Planners.

Rationale:

This policy is established to provide clarity about roles and responsibilities related to gifts to the Anglican Church of Canada. It provides guidance for decision-making about acceptance or refusal of gifts and ensures that proper legal and ethical concerns are met. It protects the donor as well as the Anglican Church of Canada.

Policy:

Rules and recommendations from the Canada Revenue Agency will always supersede internal policy relating to receipting and gift acceptance.

Persons soliciting gifts on behalf of the Anglican Church of Canada shall inform, serve, guide and assist donors, but not pressure or unduly persuade them. They shall not solicit a gift from a donor unless satisfied that the donor has a charitable intention, an understanding of the consequences of the donation, and an awareness of how the gift will be used. They shall explain to the potential donor the process for acceptance of gifts.

Donors will always be encouraged to consult their own financial, legal and tax advisors and family members before a gift is offered.

Gifts considered for acceptance will be consistent with the overall strategic directions of the Anglican Church of Canada, with all statutory provisions, and must not compromise the church's integrity.

Gifts of property (real estate, art, jewelry, etc.) will only be considered if they are readily marketable at reasonable cost.

Gifts can be declined by the Anglican Church of Canada if there is a lack of congruency with the God's mission as followed by the church; if there are unacceptable conditions placed on the gift by the donor; if the cost of managing the gift is deemed too high; if there are unacceptable risks associated with the gift; if a liability is created; if the gift is illegal; or if the Council of General Synod determines that acceptance is not to the benefit of the church for other reasons. This also applies to bequests.

Final decision about the acceptance of most gifts and the details about any gift agreements are in the hands of the Director, unless it is a gift of real or tangible property or of residual interest. Such a gift requires review and approval by the General Secretary.

Outright gifts of cash, publicly traded securities and life insurance do not require the approval of the Council of General Synod or of the Officers.

Occasionally, gift agreements will be needed. Such gift agreements will clearly state that it is the responsibility of the Council of General Synod to approve all disbursements of net income from endowed funds. They will also include a clause which indicates that the Council of General Synod has the right to seek to alter the purpose of a gift should there be a need to do so. This may arise if the purpose conflicts with a change in policy or program direction, or with changing social mores.

Gift-related costs such as legal fees, appraisals, real estate commissions, taxes will normally be the responsibility of the donor, unless the gift agreement indicates otherwise.

No staff member of the Anglican Church of Canada will serve as executor of a donor's will, or accept Power of Attorney for a donor except where the donor is a family member.

All discussions will be confidential unless there is a joint wish and agreement to make the gift public.

Related Procedures:

Staff

Staff or volunteers acting on behalf of the General Synod of the Anglican Church of Canada will be thoroughly trained, mentored and monitored in their work with donors. They will always offer a donor the full array of possibilities that the person's donation can address across the church (the parish, the diocese, the General Synod, partners of General Synod such as the Primate's World Relief and Development Fund and The Anglican Foundation) and then respond to the donor's wishes about the recipient.

Staff will alert donors to the [Donor's Bill of Rights](#) from Imagine Canada.

Gift Agreements

While staff or volunteers may solicit donations and consult about the arrangements, the Director of the Resources for Mission Department will work with that staff person or volunteer to develop the gift agreement in concert with the donor's wishes and the Anglican Church of Canada's requirements.

Should the donor, after discussion and consideration, prefer to make the gift to an entity other than the General Synod of the Anglican Church of Canada, the potential recipient body will be asked to take over the negotiations towards a gift agreement. Assistance may be provided by staff in the Resources for Mission Department, if requested.

All gift agreements and other related correspondence related to gifts should be kept in locked files to ensure privacy.

Upon Receipt of Gift

Usually, any gift of property or securities will be sold by the Anglican Church of Canada and the proceeds invested according to the church's investment policy. The Financial Management Committee will from time to time provide policy direction on this topic.

A receipt along with a proper acknowledgement will be sent to the donor within 10 days of the gift having been received.

Benefit to Donor

Apart from annuity income in the case of a charitable gift annuity, the only benefit a donor receives from a gift is a tax receipt, according to the Income Tax Act. A donor, however, can, in the gift agreement, negotiate the purpose for which the gift can be used.

Recognition of the gift will be negotiated with the donor. A donor's wish to remain anonymous will be respected.

Should the Anglican Church of Canada cease to exist, it will place the donation in a charitable organization that will come closest to carrying out the donor's original wishes.

A donor of a major gift should expect regular connection with the staff from the Resources for Mission Department.

Administration of Gifts Once Received

From time to time, the Anglican Church of Canada adopts policies that regulate administrative charges on its funds, manage the investment of the funds, and determine the appropriate portion of the fund to assign to current charitable activity and the appropriate portion to hold as investment.

Guidelines for Specific Gifts:

Gifts of Cash

Cash gifts refer to gifts of cash and cash equivalents.

Gifts of Listed Securities

Gifts of marketable publicly traded securities shall be scrutinized and accepted by the church's investment manager. A tax receipt is issued for the closing price of the shares on the day the Anglican Church of Canada's broker receives the shares, assuming liquidity. The securities shall be received and processed according to the current policy set by the Financial Management Committee.

Gifts of Property Including Real Estate, Art, Jewelry, etc.

A gift of property or real estate can be made in various ways: outright or residual interest. Donors will pay for an independent appraisal. The Anglican Church of Canada will seek its own appraisal. If there is a significant discrepancy, a third independent appraisal will be sought by the Anglican Church of Canada. The church must be satisfied that the donor has clear title to the property.

Gifts of a Residual Interest

This type of gift refers to an arrangement where a property interest is conveyed to the Anglican Church of Canada, but a donor retains the use of the property, or income from the property, for life or for a specified term of years. The donor in this case is entitled to a charitable tax receipt for the present value of the residual interest. The donor shall continue to be responsible for the real estate taxes, insurance, utilities, and maintenance after the gift has been accepted and the title transferred, unless otherwise negotiated. The Anglican Church of Canada may require proof of payment of these expenses, and reserves the right to visit the property on occasion to ensure proper upkeep.

Bequests

The correct wording for a donation in a Will is: *"to the General Synod of the Anglican Church of Canada"*.

A donor who advises the Anglican Church of Canada that their Will includes a gift to the Anglican Church of Canada will be asked if they might share a copy of the relevant section of the Will with the church as a record. Any designation within the Will will be discussed. Confusing or too detailed designations will be discussed with the potential donor to encourage improved wording.

Gifts of Life Insurance

A donor may commence the purchase of a life insurance policy of which the Anglican Church of Canada is the owner and beneficiary; or assign irrevocably a paid-up policy to the Anglican Church of Canada; or assign irrevocably a life insurance policy to the Anglican Church of Canada on which premiums remain to be paid; or name the Anglican Church of Canada as a primary or successor beneficiary of the proceeds.

When the ownership is irrevocably assigned to the Anglican Church of Canada, the donor is entitled to a tax receipt for the net cash surrender value, if any, and for any premiums subsequently paid.

Charitable Gift Annuities

General Synod, acting on behalf of parishes, dioceses, and its own programs and ministries, along with related entities, provides two types of charitable gift annuities. The first one is the *General Synod Charitable Gift Annuity*, whereby a contribution is made to General Synod in return for a monthly annuity payment. Part or all of the income is tax-free, and a donation receipt is issued for the gift portion of the contribution, using guidelines provided by the Canadian Charitable Annuities Association and Canada Revenue Agency. The gift to the church is made upon the death of the donor. The second option provided through Resources for Mission is the Gift Plus (Re-insured) Charitable Gift Annuity, whereby department staff secure the best of five quotations from Canadian insurance companies on behalf of a donor. The tax and income provisions are similar to those provided directly by General Synod, but the gift portion is made immediately upon the conclusion of the agreement. This option allows for a wide range of flexibility in terms of annual yield, gift proportion, and guarantees.



Anglican Church of Canada Policies

SECTION TITLE: Resources for Mission	POLICY TITLE: Major Gifts POLICY NUMBER: RfM5.1
APPLIES TO: All staff and volunteers involved in major gift solicitation, acceptance, recognition etc.	NUMBER OF PAGES: 3
DATE APPROVED: October 14, 2011 Revised for committee approval February 2014	DATE LAST REVISED: April 24, 2014
DATE OF NEXT REVISION:	APPROVED BY: Resources for Mission Committee
POINT PERSON FOR INTERPRETATION AND REVIEW: Director, Resources for Mission	

Background/Consultation:

A draft of this policy was first developed in 2009 and 2011. This draft is to guide a newly redesigned Major Gifts Program established by the Resources for Mission Coordinating Committee as a priority for 2014-2016.

Rationale:

General Synod offers Anglicans a variety of ways to financially support ministry nationally, in dioceses and in parishes. One of those opportunities is for Anglicans with significant financial capacity to become major donors.

It is essential to connect with the diocese and the parish to ensure that there is no sense of competition for major gift donors. The reality is that most gifts are to benefit the parish and secondarily, the diocese, so it makes sense to have these leaders aware of the “ask” and, probably, to involve them. The only exception would be in the case of a donor who wished to remain anonymous, since the donor’s wishes are paramount. In this latter case, the diocesan bishop would be notified once the gift is made that there has been an anonymous gift received from someone in the diocese.

Record-keeping is essential for gifts of this level. A signed agreement must be clear and followed up on.

Policy:

A major gift is defined as a gift of \$25,000 or more, made in one payment, over a five-year pledge period or through a deferred gift.

Major gifts will be sought for the purposes of a campaign, endowments, or for a specific area of ministry. With the donor’s consent, a major gift may also be used for operating expenses.

No major donor will be approached unless a discussion has occurred beforehand with the bishop of the diocese and the parish priest. If the major donor approaches General Synod first, both the bishop and the parish priest will be notified by General Synod staff as soon as, and if, the potential donor agrees to this notification.

A donation from a potential major donor can be refused (see gift acceptance policy).

Persons soliciting gifts on behalf of the Anglican Church of Canada shall inform, serve, guide and assist donors, but not pressure or unduly persuade them. They shall not solicit a gift from a donor unless satisfied that the donor has a charitable intention, an understanding of the consequences of the donation, and an awareness of how the gift will be used. They shall explain to the potential donor the process for acceptance of gifts.

Donors will always be advised to consult their own financial, legal and tax advisors and family members before a gift is offered.

Potential donors will always be offered the full array of options: to support a parish, a diocese, General Synod, or a partner of the national church. Planned gift processes can also be offered if deemed appropriate, as well as pledges over a period of time.

The details of the designation of the gift and the recognition expected will be recorded in a letter of agreement that will be signed by a General Synod signing officer, and the donor before the gift is received.

When gifts with designations are accepted, designations will be honoured.

Should the gift be unrestricted by the donor, General Synod policies about unrestricted gifts will be followed provided the Gift Acceptance Policy is also adhered to.

Related Procedures:

A list of potential major gift donors will be compiled and added to regularly through references from existing staff in Resources for Mission, from the regional gift planning consultants, from key volunteers, etc. The list will be reviewed at least annually to ensure continuing relevance.

People on this list will be researched to discern their giving patterns, their preferred charitable directions, and their previous history of donating to the church.

The Director of Resources for Mission will have oversight of the major gifts program and will be the lead person with most potential major gifts donors. However, the Director may assign potential major gift donors to various staff or regional consultants for activity related to donor cultivation, development of an individualized plan, visits and requests to give, follow-up, including donor appreciation and ensuring that records are properly kept. This work will always be done in close communication with the Bishop of the diocese where the donor lives, as well as the donor's parish priest.

A first approach should be followed, if at all possible, by a second meeting within a reasonable time at the convenience of the prospective donor. At the first or second visit, a suggestion

should be made that the potential donor might wish to discuss this with family and a financial advisor.

A donor agreement will be signed by both parties in most cases.

Keeping a record of the contacts, the research and the results on a tracking form designed for this purpose (The Major Gift Potential Donor Tracking Sheet) is essential and the responsibility of a staff person named by the Director.

A thank you letter from the Director and/or designate should be sent within three days of the first meeting. A thank you letter as well as the tax receipt will be sent within ten days of the donation being received. In most cases, it will also be important that a letter from the Primate is sent within a few days of a gift being received.

If an announcement of the gift has been agreed to, the coordinator will ensure that such an announcement is made in a timely fashion and according to the donor's wishes. If the donor wishes to remain anonymous, any announcement must be vetted with the donor.

An ongoing relationship with the donor will be managed by the coordinator, but others can be involved in the growing relationship.

If the gift is part of a campaign, additional or different procedures may be required.
