



NORTHERN LIGHTS COLLEGE

Donor Recognition

Policy Number: F-3.08
Category: Finance
Effective Date: October 15, 2015
Approval Process: Administrative Policies
Approval Date: October 15, 2015
Date Last Reviewed: September 2015

POLICY

Northern Lights College and the Northern Lights College Foundation are proud of the strong and longstanding relationships that have been established with companies, groups and individuals within the region served by the College. Without donor support of programs and student awards, the College and the NLC Foundation would not be able to provide the level of services they do to members of the College community.

NLC and the NLC Foundation are pleased to be able to recognize the support provided by donors to the College. This recognition occurs on an individual basis for one-off donations, and/or cumulatively for long-time supporters who have donated more than once to NLC or the NLC Foundation.

PURPOSE

To provide recognition to donors of Northern Lights College and Northern Lights College Foundation.

SCOPE

Donors to Northern Lights College and the Northern Lights College Foundation.

PROCEDURE

NLC Donor Recognition Wall:

Northern Lights College offers recognition to its donors through the inclusion of the donor's name and Donor Classification Level on a digital donor wall. The NLC Donor Recognition Wall is available for viewing at a specified location at each NLC campus.

The Donor Recognition Wall is updated by the NLC Foundation on April 1 and October 1 each year.

One-Time Donations:

Individual, one-time donations to Northern Lights College or the NLC Foundation will be classified based on the actual cash amount of the donation, or the official estimated value when the donation is a product/equipment or in-kind.

All donors receive:

- An official receipt for income tax purposes
- A letter of appreciation from the NLC Foundation (Executive Director or President)
- Listing in the Foundation Annual Report (included in the College's Community Report)
- A copy of the College's Community Report

After each donation is classified based on its actual or estimated cash value, the donor will be eligible to receive the benefits outlined below:

SOLAR (up to \$999)

- Name listing on the College's Donor Recognition "Wall".

CORONA (\$1,000 to \$4,999)

- Name listing on the College's Donor Recognition "Wall".
- An invitation to donor recognition events including annual donor luncheon.

ECLIPSE (\$5,000 to \$24,999)

- Name listing, with company logo (if applicable), on the College's Donor Recognition "Wall".
- Invitation to donor recognition events including annual donor luncheon.
- Creation of a media release on the donation. Release to be posted on the College website, and distributed to local media outlets.
- Digital Sign Thank You Advertisement to run for 30 days

NOVA (\$25,000 to \$99,999)

- Name listing, with company logo (if applicable), on the College's Donor Recognition "Wall".
- If donation was directed for training or equipment in a specific program area, company logo listing on sponsor wall located in the program area for the life of the program's operation at NLC.
- If an individual donation consisted of one or more pieces of equipment for a specific program area, a Bronze donation plate with company name and logo (if applicable) on each piece of equipment for the life of the equipment's use at NLC.
- Invitation to donor recognition events including annual donor luncheon.
- Creation of a media release on the donation. Release to be posted on the College website, and distributed to local media outlets.
- Digital Sign Thank You Advertisement to run for 30 days

AURORA (\$100,000 to \$499,999)

- A letter of appreciation from the College President.
- Name listing, with company logo (if applicable), on the College's Donor Recognition "Wall".
- If donation was directed for training or equipment in a specific program area, company logo listing on sponsor wall located in the program area for the life of the program's operation at NLC.
- If an individual donation consisted of one or more pieces of equipment for a specific program area, SILVER donation plate with company name and logo (if applicable) on each piece of equipment for the life of the equipment's use at NLC.
- Invitation to donor recognition events including annual donor luncheon.
- Lunch with College President and NLC Foundation Chair for all Aurora level donors.
- Creation of a media release on the donation. Release to be posted on the College website, and distributed to local media outlets.
- Digital Sign Thank You Advertisement to run for 30 days

BOREALIS (\$500,000 to \$999,999)

- A letter of appreciation from the College President.
- Name listing, with company logo (if applicable), on the College's Donor Recognition "Wall".
- If donation was directed for training or equipment in a specific program area, company logo listing on sponsor wall located in the program area for the life of the program's operation at NLC.
- If an individual donation consisted of one or more pieces of equipment for a specific program area, GOLD donation plate with company name and logo (if applicable) on each piece of equipment for the life of the equipment's use at NLC.
- Invitation to donor recognition events including annual donor luncheon.
- Private dinner with College President, Chair of Board of Governors, and NLC Foundation Chair.
- Scheduled media conference, and creation of a media release to be posted on the College website, and distributed to local media outlets.
- Digital Sign Thank You Advertisement to run for 30 days

GALACTIC (\$1,000,000 to \$2,499,999)

- A letter of appreciation from the College President.
 - Name listing, with company logo (if applicable), on the College's Donor Recognition "Wall".
 - If donation was directed for training or equipment in a specific program area, company logo listing on sponsor wall located in the program area for the life of the program's operation at NLC.
 - If an individual donation consisted of one or more pieces of equipment for a specific program area, GOLD donation plate with company name and logo (if applicable) on each piece of equipment for the life of the equipment's use at NLC.
- If donating to a building will request naming recognition of rooms or common areas as per the Ministry of Technology, Innovation and Citizen's Services Naming Privileges Policy

http://www.cio.gov.bc.ca/cio/intellectualproperty/naming_privileges_policy.page

- Invitation to donor recognition events including annual donor luncheon.
- Private dinner with College President, Chair of Board of Governors, and NLC Foundation Chair.
- Scheduled media conference, and creation of a media release to be posted on the College website, and distributed to local media outlets.
- Digital Sign Thank You Advertisement to run for 30 days

STRATOSPHERE (\$2,500,000 and higher)

- A letter of appreciation from the College President.
- Name listing, with company logo (if applicable), on the College's Donor Recognition "Wall".
- If donation was directed for training or equipment in a specific program area, company logo listing on sponsor wall located in the program area for the life of the program's operation at NLC.
- If an individual donation consisted of one or more pieces of equipment for a specific program area, GOLD donation plate with company name and logo (if applicable) on each piece of equipment for the life of the equipment's use at NLC.
- If donating to a building will request naming recognition of rooms or common areas as per the Ministry of Technology, Innovation and Citizen's Services Naming Privileges Policy

http://www.cio.gov.bc.ca/cio/intellectualproperty/naming_privileges_policy.page

- Submission of official request and a recommendation, to the Intellectual Property Program of the Ministry of Technology, Innovation and Citizens' Services with regard to (re)naming an appropriate College facility in recognition of the donor (**please note that any official decision with regard to building naming can only be approved by the Province of British Columbia**).

http://www.cio.gov.bc.ca/cio/intellectualproperty/naming_privileges_policy.page

- Invitation to donor recognition events including annual donor luncheon.
- Private dinner with College President, Chair of Board of Governors, and NLC Foundation Chair.
- Scheduled media conference, and creation of a media release to be posted on the College website, and distributed to local media outlets.
- Digital Sign Thank You Advertisement to run for 30 days

Long-Term Donors/Multiple Donations:

- Each donor to Northern Lights College or the NLC Foundation receives recognition on the NLC Donor Recognition Wall.
- A first-time donor will be listed on the NLC Donor Recognition Wall under the classification that corresponds with the actual or estimated value of the donation.
- A donor who has contributed to Northern Lights College or the NLC Foundation more than once will be listed on the NLC Donor Recognition Wall under the classification that corresponds with total value of all donations.

For example, a donor who is already a member of the Borealis classification donates a piece of equipment valued at \$125,000. The donor would receive the benefits as outlined in the Aurora classification for that specific donation, but would still only be listed on the Donor Recognition “Wall” in the Borealis classification.

- Long-term annual award donors to the NLC Foundation over consecutive years receive recognition in a special section on the NLC Donor Recognition Wall every five years acknowledging their long-term support of the NLC Foundation.
- New student financial awards, created by the NLC Foundation, will be recognized through the creation of a media release that will be posted to the College website.

STAKEHOLDERS

Northern Lights College Foundation, Ministry of Technology, Innovation and Citizen’s Services Naming Privileges Policy, donors

RELATED POLICIES AND REFERENCES

Charitable Donations to NLC Policy

http://www.cio.gov.bc.ca/cio/intellectualproperty/naming_privileges_policy.page

History

Created/Revised/Reviewed	Date	Author	Approved By
Created	June 2011		
Revised	May 2015	VP, Finance & Corp. Services	Administration Committee
Revised	September 2015	VP, Finance & Corp. Services	College Policy Committee

Next Scheduled Review Date

September 2020