

UNIVERSITY OF IBADAN, IBADAN, NIGERIA

GIFT SOLICITATION & ACCEPTANCE POLICY

(FINAL DRAFT)

PREPARED BY:

**COMMITTEE ON GIFT SOLICITATION
AND ACCEPTANCE POLICY**

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I POLICY STATEMENT AND PURPOSE

The reality confronting public Universities in contemporary Nigeria is that fund allocation from their proprietors are grossly inadequate to enable them carry out their traditional roles of teaching, research and community engagement. It has therefore become more expedient now than ever before for University administrators to explore other sources of income to augment what they receive from their proprietors. One such source of generating resources is through philanthropy.

For a University like ours whose ambition is to be a world-class institution, the need to seek contributions and support in terms of gifts cannot be over emphasized. Fortunately, the University of Ibadan has a goodly heritage engendered by its premier status, its culture of excellence and the eminence of its people – the alumni family, students, faculties and staff and its numerous individual and corporate friends.

With this heritage comes a benevolence that is legendary. Undoubtedly, the University has over the years benefitted tremendously from this goodwill, what has been lacking is the proper coordination in harnessing the different efforts at tapping this benevolence.

This policy on Gift Solicitation and Acceptance aims at ensuring proper coordination of all efforts at fundraising, proper documentation, accounting, Acknowledgement as well as remittance of gifts, stewardship of the donor and consistency of communication materials and messages – print and electronic. The Policy also defines the roles and responsibilities of particular officers and Units of the University in fundraising programmes, donor cultivation and solicitation of funds. It will also help to shed light on what a “gift” is, types of gifts that are acceptable and when to say no to a gift. This Gifts solicitation and Acceptance Policy also defines the role of the University in gift administration.

II DEFINING A GIFT

A gift is a voluntary transfer of anything of value, usually cash or property, from an individual, group of persons or organizations to and for the use of the University where no goods or services are expected, implied or provided to the donor. The gift is not in exchange for any direct economic benefit to the donor.

a) Characteristics of a Gift

- i. It is motivated by charitable intent i.e. it is voluntary.
- ii. A gift (of any kind) is irrevocable as the University is not expected to return all or any part of the gift.
- iii. A gift is not expected to come with a donor imposed contractual requirements.
- iv. Though the University has an obligation to the donor, it cannot accept a gift if the donor's intent cannot be complied with especially where the reputation of the University is at stake or such donor intent runs contrary to the extant law.
- v. Once a gift is transferred to the University the donor loses control over its use by the University save only with regards to the agreed donor's intent.
- vi. A gift does not incur more cost than benefits to the University.
- vii. A gift or its proceeds must support the University in its mission of learning, research and community services and should not expose the University or any of its components to litigation or liability.

b) Types of Gift

i. Cash Gifts

- Cash in any currency
- Cheque
- Credit Card
- Wire transfer
- Staff support through Payroll Deductions

ii. Non-Cash Gifts

- Intangibles (Patent Rights)
- Securities (Stocks, Bond, Mutual Funds)

iii. Real Estate

- Land
- Buildings

iv. Tangible Personal Property

- Personal collection of art, books, stamps, art, facts, antiques audio-visual works
- Cars, Bus, Trucks, Tractors, Power generating set, etc.
- Functional Equipment
- Software/Software licences
- Printed materials
- Food, drinks, venue etc for hosting a dinner/meeting
- Boreholes

a. Deferred Gifts (Gifts which donation take effect after the demise of the donor)

- Trusts
- Retained Life Estates
- Life Insurance
- Life Income
- Bequests
- Donor Advised Funds
- Government Bonds
- Royalties

v. Endowments, Scholarships, Fellowships

vi. Staff Support (Individual or group) Gift

vii. Gifts (Returned Honoraria)

viii. Memorial Gifts—Gifts given to immortalize someone

ix. Restricted Gifts – Gifts the purpose of which is stipulated

- x. **Unrestricted Gifts – Gifts of which purpose is not fixed and can be used at the discretion of the University**
- xi. **Match Gifts-Donations made to match another person's or organizations charitable donations to a cause or project.**
- xii. **Memorabilia Gifts**
- xiii. **Services or Expertise**

III GIFT SOLICITATION

If the University is to achieve its vision of becoming a world-class University, then the University should seek contributions from individuals, foundations, corporate organizations, the alumni community and other entities to augment appropriations from its proprietor.

Solicitation or any form of communication to potential donors requesting Gifts to the University must therefore be effectively coordinated. It should be the responsibility of the University Advancement Centre to serve as the coordinating unit for all types of fundraising programmes and for all solicitation of funds. This is to protect the interests of the donor and to avoid an excessive number of solicitations in the name of the University of Ibadan.

While every member of the University community can solicit for support for the University, it must be noted that solicitation of gifts by any means (letter, telephone, special events, personal contacts) made by anyone for the University or its units, shall be put in writing, prior to the solicitation and must be approved by the Vice Chancellor, his designate or a Gift Acceptance Committee

a) Procedures for Soliciting Gifts

- i. Before contacting a prospective donor, it is suggested that the Dean of the Faculty or equivalent division head be consulted. This will prevent embarrassing the University before the donor as a result of preventable conflicts with other solicitation plans by other units involving the same donor.

A prospective donor is not to be contacted before approval for the solicitation is obtained.

- ii. Upon obtaining the approval of the Dean (or Head of Unit), the Director of the University Advancement Centre shall be notified who will in turn obtain necessary clearance from the Vice Chancellor (or his designate) or the Gift Solicitation and Acceptance Committee . The notification should include:
 - Name of individual/corporate organization or foundation
 - Purpose of solicitation
 - Amount to be solicited (state if it is in kind)
 - Approximate date of solicitation
- iii. All development-related publications and solicitation materials at the first-draft stage should be submitted to the Office of the Director University Advancement Centre who will then forward it, first to the Communication and Marketing Officer in the Centre and then to the Director, Directorate of Public Communications. A meeting of the Directors, UAC and DPC and where necessary, the University Publications Officer and Communications and Marketing Officer, may be called to review the materials.
- iv. Publicity about Gifts and donors must be coordinated by the Communications and Marketing Office in conjunction with the Directorate of Public Communications.
- v. It should be noted that changing circumstances may warrant the Advancement Centre withdrawing or reassigning approval for soliciting a donor.

IV ROLES AND RESPONSIBILITY

The University Advancement Centre serves as the coordinating unit for all types of fundraising programmes and all solicitation of funds. This is to save the University any embarrassment that may result from uncoordinated solicitation by different groups in the name of the University of Ibadan. This will also safeguard the

interest of the donor. Gifts or funds either for current use or endowment solicited by officers, faculty, staff or students should be solicited in the name of the University only when the approval of the Vice Chancellor has been obtained. Such approval must come to the notice of the Director, University Advancement Centre for proper documentation, follow up and monitoring.

Please note that all staff (academic and Non-Teaching) and units are encouraged to identify and to assist in soliciting gifts from prospective donors, it is imperative that approval be sought and obtained by such staff or units. This is to ensure:

- i. that the interest of the donor is protected
- ii. that the wrong impression is not sent to the donor
- iii. that solicitations are made in a manner that will not conflict with other solicitations being conducted or planned by the University.

a. The Vice Chancellor

- i. The Vice Chancellor is the Custodian and the Driver of the University vision as well as the Chief Advancement Officer. On the recommendation of the appropriate committee, he approves the gift solicitation effort
- ii. The Vice Chancellor is the visioner and the Chief Advancement Officer. He authorizes /approves all fundraising programmes such as mass solicitation, individual initiatives, College or Faculty or Departments efforts. He should inform the University Advancement of such approvals.
- iii. He writes all “thank you” letters and approves the donor recognition programmes.
- iv. The Vice Chancellor ensures that gifts are used in accordance to the donors’ wishes.
- v. The Vice Chancellor must instill the culture of transparency and accountability in the work force to reassure donors of judicious use of their gifts.
- vi. He also determines the University’s priority projecting consultation with the University Council.

b. The Deputy Vice-Chancellor (Administration)

The Deputy Vice Chancellor (Administration) accepts all real estates on behalf of the University

The Deputy Vice-Chancellor (Administration) shall review all real estate gifts of to the University

The responsibility to obtain/review environmental analysis of all real estate gifts lies with the DVC (Administration). He does this in conjunction with the Physical Planning Unit:

- i. approves all architectural and structural designs of such gifts
- ii. determines the suitability of the location of the real estate gifts
- iii. determines whether the gift is an asset or liability to the University and determines whether to accept or reject the gift.
- iv. periodically reviews the purpose and impact of the gift
- v. ensures that real estate gifts are put to the use which the parties agreed to at the time of soliciting and accepting the gift.

c. The Deputy Vice-Chancellor (Academic)

The Deputy Vice Chancellor (Academic) accepts all prizes, scholarships and endowmentson behalf of the University

- i. Accepts all gifts on prizes, scholarships and endowments
- ii. Ensures that the gifts are used as agreed during the solicitation and acceptance process.
- iii. Ensures that Gifts which are unrestricted (cash and cheque gifts) are recorded and delivered to the University of Ibadan through the Bursary Department.
- iv. Ensures that beneficiaries of scholarships and prizes get their benefits promptly.

d. The Deputy Vice-Chancellor (Research, Innovation and Strategic Partnership)

(As may be enumerated by the Vice-Chancellor)

- i. Processes sponsored contract and grants to the University.
- ii. Approves all Public/Private Partnership Initiatives.
- iii. In conjunction with the Legal Unit of the Registry, drafts, approves and implement all MOUs relating to PPP (Public/Private Partnerships).
- iv. Approves all sponsored programmes or any fundraising initiatives in conjunction with partner organizations.
- v. Provides feedback/report on achievements of the purpose of such gifts.

e. The Registry (Legal Unit)

- i. The Legal Unit of the Registry, in consultation with the Faculty of Law shall protect the legal interests of the University.
- ii. Prepares the draft copies of documents of agreement (MoU, Contracts agreements)
- iii. It provides interpretation and guidance on non-standard gifts that may contain indemnification and/or other contractual issues.
- iv. Consulting with the relevant Units to ensure there is no problematic, legally enforceable obligations involved.
- v. Reviews compliance with the details of agreement

f. The Bursar

- i. Gift obtained as cash/cheques are to be deposited with the designated account in the Bursary
- ii. Ensure the disbursements of the gifts appropriately.
- iii. Receipts all donation

g. University Departments, Faculties and Units

(Deans, HODS & Directors)

- i. Required to set up needs assessment of their respective units
- ii. Determine needs for private solicitation
- iii. Keep a database of their students and graduates
- iv. Keep a record of past donors and friends and provide necessary information on the condition set forth by donors.
- v. Carry out all fundraising or solicitation efforts in conjunction with the University Advancement Centre in order to ensure there are no conflicts with other solicitation efforts in the University.

h. Directorate of Public Communications

- i. Keeps a well-documented record of donations and their donors
- ii. Ensures consistency in all fundraising communication material in conjunction with the University Advancement Centre.
- iii. Gives adequate publicity to the outcome of all donations.

i. University of Ibadan Endowment Fund (UIEF)

- i. In conjunction with the University Advancement Centre, identify, cultivate and solicit support from donors.
- ii. Invests all non-restricted funds.

j. The University Advancement Centre (UAC)

The UAC has the responsibility to:

- i. develop Long-term Strategic and Annual Implementation Plans for fund raising for the University
- ii. ensure proper coordination of all efforts at fundraising in order to ensure that conflicts are avoided in all solicitation efforts.
- iii. review all letters and other communication material, print and electronics.

- iv. advise on the appropriateness of the time, the amount and the donor being solicited for fund.
- v. develop specific plans with clear objectives, strategies, activities, Tasks, responsible person and indicative cost on each donor being solicited for fund
- vi. be a part of the soliciting team.
- vii. record all gifts in its database and ensure that such gifts are acknowledged and stewarded.
- viii. consulting with the Legal Unit of the Registry to ensure that conditions set forth by the donor is not problematic and legally unenforceable.
- ix. publish an Annual Report of Gifts for distribution to Donors

V ETHICAL CONSIDERATIONS

Educational Fundraising or Educational Advancement is a profession that is guided by ethical practice. Such practices include:

1. Accepting and Receiving Gifts (Saying Yes to a Gift)

i. Procedure:

- Accepting a gift requires that the basic requirements must be met: Is the gift appropriate, does it aim at helping to realize the University's mission/vision. Please see IV (SAYING NO TO A GIFT).
- Once a gift has been accepted, the University, through the University Advancement Centre must record the gift and acknowledge receipts within three working days. Where the gift requires publicity, the Communication and Marketing Officer in the University Advancement Centre will draw up a publicity programme (where necessary in collaboration with the Directorate of Public Communications) to be implemented by the University Advancement Centre.
- The gift is to be recorded in the Donor database by the Senior Network Administrator in the University Advancement Centre.

- The University Advancement Centre must be promptly notified of any gifts (and all necessary correspondence relating to the gift) obtained by any unit, Faculty, Departments etc to enable processing.

ii. Gift acceptance is complete when:

- the Gift has been recorded and receipted appropriately
- the funds have been deposited with the Bursary or the property has been received or service or use of property has been completed.

2. Rejecting and Refusing a Gift (Saying No to a Gift)

The University is not obliged to accept a gift if it is considered to be controversial especially if any of the following circumstances exists:

- i. The gift does not fit into the mission and vision of the University as highlighted in its Strategic Plan or is inconsistent with the goals outlined in the Plan.
- ii. The gift, for any reason, contravenes any existing law of the land.
- iii. If the gift is the proceed of any of the following activities:
 - iv. Fraud or tax evasion
 - v. Illicit trade in drugs or arms
 - vi. an activity that violates international conventions
- vii. If there is an evidence that the gift, or any of its terms will
 - harm the University's relationship with other benefactors, partners, potential students or research supporters.
 - require action that is illegal
 - seriously damage the reputation of UI
 - create conflicts of interest
 - affect negatively, UI's relationship with other benefactors, partners, research supporters or potential students
 - impose serious cost to UI in terms of financial commitment
 - make identifying the donor impossible
 - constitute a request to the University to operate a commercial Endeavour for the sole benefit of the donor

3. Donor Recognition

Donor recognition inspires continued support from donors. It builds good relationships with current donors and motivates other donors to give and increase their giving.

Donors could be recognized through:

- i. Inviting and recognizing them at special events e.g. campaign gala
- ii. In an annual honor roll of donors
- iii. In print materials (annual report, etc)
- iv. On a prominent display in the office or on the website
- v. To publicly recognize donors, their permission must be sought and obtained
- vi. Some other donors may prefer to be anonymous; there must also be a University accepted way of keeping them on the database.

a. Naming Policy

Naming opportunities provide an avenue to recognize individuals and entities that have made significant contributions in various forms to the University. It also provides a chance to honour donors who are enthusiastic about the University's mission and importance to the city or state as well as those who wish to leave a legacy to the University. However, the naming should either be by Solicitation and if unsolicited, the consent of company or the individual that is so honoured must be sought and obtained.

- i. **What may be named?**
 - a. Buildings
 - b. Rooms
 - c. Exterior spaces
 - d. Interior spaces
 - e. Streets
 - f. Open spaces

- g. Sports Facilities
 - h. Academic Programmes/Symposium/Conferences
 - i. Laboratories
 - j. Parks
 - k. Walk Ways
 - l. Endowed Chair
 - m. Prizes and Awards
 - n. e.t.c
- ii. **Who may be honoured with naming opportunities?**
- (a) Individuals or organizations that have provided or have caused to be provided, a significant contribution towards a project – new construction or major renovation.
 - (b) Retired or deceased faculty or staff members who have provided distinctive services to the University.
 - (c) Graduates, former student or individuals who have made the University proud and enhanced the reputation of the University through their contribution to the larger society.
 - (d) To name rooms, laboratories, Centres or areas within new or renovated facilities or external spaces, donors must provide the minimum specified level of private support as determined by the Vice Chancellor on the recommendation of the appropriate Committee.

iii. Names of Facilities that become obsolete or are demolished

Where a demolished or obsolete facility had been previously named:

- The University Advancement Centre in conjunction with the appropriate Committee will determine suitable recognition that acknowledges the previous gift which most closely approximates the intent of the original gift.

The University Advancement Centre may discuss with the family of the original donor (if deceased) on a suitable recognition.

- Where a facility had been replaced by a new one, a part/space in the new facility may be named after the original donor provided the amount of the original gift is commensurate with the size or scope of the space being considered in the new facilities.
- Where a facility is refurbished/renovated/rehabilitated, the name of the original donor will be retained while the name of the entity that refurbished/renovated/rehabilitated will be publicly displayed.
- Naming opportunity should avoid designations that would appear to restrict the use of spaces whenever possible. E.g., the NICON INSURANCE BUILDING as against, the NICON INSURANCE ADVANCEMENT BUILDING.

iv. Changing or Removing a Name from a Facility/Prizes and Awards

- a. If the naming of the facility/Prizes and Awards was premised on a charitable gift and the donor defaults on the payment of the gift.
- b. Where the name of a corporation named after a facility/Prizes and Awards changes, the facility's/Prizes and Awards' name may be retained in recognition of the historical donor.
- c. The name could however change where:
 - a name change is preferred and requested by the corporation.
 - the change is acceptable to the University
 - the Corporation/organization pays the complete expense of making the change-(signage, printed materials etc.)
- d. Where the corporation or the organization/individual donor of a prize/award is dormant, inactive or late, as the case may be, such that the prize or award is no longer worth its original value, the University may wish to expunge such Prize or award from its list. However, the University reserves the right to seek adoption from willing individuals or organisations for the same prize or award.

- e. If an individual after whom a Facility/Prizes and Awards is named is convicted of illegal dealings or is involved in such conducts that affect the reputation of the University negatively, the name may be removed without returning the gift made in connection with the naming opportunity.
- f. Where the donor changes his/her name for any reason, the name of a facility associated with that donor may be changed at the request of the donor or family but the donor will bear the cost for the change.

iv. DONOR-PRIVACY

All information relating to the donor/donors shall be kept strictly confidential by the University, its staff and Board except where the Donor consents to the release of such information.

The University shall be committed to respecting the privacy of donors. Such information such as the following may not be released to the public.

- i. Contact information: name, address, telephone number and email address
- ii. Giving information
- iii. Information on events attended, publications received.

It is to be noted that information received by the University were meant to provide insights into the donor's interest in the University's mission and to update the donor on the University's plans and activities. Such information will not be shared with any third party unless permission is sought and obtained from the donor. When a donor does not wish to be listed on a mailing list that might be sold, rented or leased to other organizations, donors have a right to have their names removed.

Some of the Ethical Principles have been coded by the regulating Associations and Bodies. The bodies include:

- i. The Council for Advancement and Support of Education CASE, Statement of Ethics
- ii. A Donor Bill of Rights developed by:

- a. Association for Healthcare Philanthropy (AHP)
 - b. Association of Fundraising Professional (AFD)
 - c. Council for Advancement and Support of Education (CASE)
 - d. Giving Institute: Leading Consultants to Non-Profits
- iii. Association of Fundraising Professionals AFP Code of Ethical Principles and Standards of Professional Practice
 - iv. Association of Professional Researchers for Advancement (APRA) Statement of Ethics.

The codes as developed by the above listed associations shall guide those soliciting on behalf of the University. Relevant codes which may be developed by these associations and other associations shall also apply.

The codes developed by the University shall also apply.

Please see the Appendix.

V. INCENTIVES

Whoever attracts funds or projects should be acknowledged in the UI Bulletin and a letter of appreciation signed by the VC be given him/her.

Further, anyone who attracts the most valued gift, either in cash or project with the highest economic value should be given a UI Special Award, e.g., a plaque and a letter of appreciation (with or without token) by the University Management at a special end of the year ceremony.

VI SANCTIONS AND PENALTIES/REWARDS

Sanctions and Penalties

In case of infringements by any member of staff, such case shall be referred to the staff disciplinary committee while in the case of infringement by any student, such shall be referred to the student disciplinary committee.

Rewards

For those who have successfully solicited in line with the policy, a letter of commendation shall be sent to them by the Vice Chancellor and their contributions shall be acknowledged in the University Bulletin.

VII APPENDIX

VIII REFERENCES