

**FUNDRAISING COMMITTEE
BOARD OF GOVERNORS
ACADIA UNIVERSITY**

TERMS OF REFERENCE

Whereas the Board of Governors has insisted as a long established principle, subsequently supported by each of the Millar (1992) and Ketchum (1997) Reports, that all University fund-raising activities must be coordinated through the Office of Advancement, the Role of the Board's Fundraising Committee is set out below:

1. To nurture an understanding of the historical importance of private fundraising for Acadia and its significance within the present and future financial structure of the university.
2. To lead by example and to educate others, especially other Board members, about the importance of participating in the fundraising process.
3. To serve as a nucleus leadership group for Acadia fundraising solicitation teams and assist in "prospect identification and review."
4. To set the pace for success through thoughtful personal giving and volunteer leadership to both annual funds and special campaigns.
5. To identify and help enlist new members, especially non-Board members, for fund-raising committees.
6.
 - (a) To review current, and recommend new, policies and guidelines for all Acadia fund-raising.
 - (b) To insure that all fundraising undertaken in Acadia's name is for approved priorities consistent with the University's mission statement and overall best interests.
 - (c) To assist the President and the Office of Advancement in evaluating the fundraising programs, communications and marketing initiatives, budgets, staffing levels and reporting standards.
 - (d) To assist the Office of Advancement in selecting and using outside fundraising counsel, where and when appropriate.
 - (e) To monitor progress toward general fundraising goals and special projects/campaigns.
7. To report back on a regular basis to the Board of Governors or its Executive Committee, as appropriate.

As amended by the Fundraising Committee on 8 May 2009; approved by the Board on 29 August 2009