

<b>Title:</b>	Donor and Sponsorship Policy	<b>Policy Number:</b> 200-03
<b>Policy Type:</b>	Business/Financial	
<b>Approval By:</b>	Resolution Number RB 2013-04-15	
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## PURPOSE

The Library relies on charitable contributions from individuals, groups, foundations and corporations. The Library is committed to maintaining its integrity and ethical fundraising practices, in order to retain such financial support.

## SCOPE

To outline the guidelines related to receipt of solicited and unsolicited charitable donations and sponsorships.

## DEFINITIONS

**Campaign** - an organized fundraising effort to solicit substantial funds for the Library, usually extending over a period of months or years.

**Charitable receipt** - the official receipt issued by the Library to donors for income tax purposes.

**Donor** - an individual, business, community service or other organization that has made a donation to the Library.

**Donation** - a monetary gift or gifts-in-kind to the Library.

**Fair market value (FMV)** - the value that an item would sell for on the open market.

**Fundraising activities** - short-term activities or single events to solicit funds.

**Gift** - a voluntary transfer of property, without consideration.

**Gifts-in-kind** - non-cash gifts and do not include gifts of services.

**Monetary Gift** - cash or cash-equivalent gift.

**Pledge** - a commitment of a gift, given over a specific predetermined time frame.

**Restricted Donation** - donation designated for a special purpose.

**Sponsor** - an individual, business, community service or other organization that has made a sponsorship to the Library.

**Sponsorship** - a donation to support a service or product of the Library in exchange for marketing value.



**Unrestricted Donation** - donation which has not been identified by the donor for a specific purpose.

### **POLICY STATEMENT**

The Library benefits from the support of donors and sponsors who increase our ability to deliver library services to the public, and from enhanced relationships with other organizations.

The Library actively solicits and encourages the public, business community, service and other organizations to contribute to our library.

### **FUNDRAISING**

Fundraising will be conducted in a responsible manner, consistent with the ethical obligations of fundraising and the legal requirements of provincial and federal regulators, such as the Canada Revenue Agency and Canadian Income Tax Act.

Donations (restricted and unrestricted) will be used to support the Library's mission and objectives, specifically for non-core and value-added services and programs, and capital enhancements.

All restricted donations will be used for the purposes for which they are given. If necessary, due to program or organizational changes, alternative uses will be discussed where possible with the donor or the donor's legal designate.

All unrestricted donations will be directed to where they are most immediately needed or where opportunities are greatest.

Expenditure of all monetary gifts will be approved by the CEO, or designate prior to being spent.

All monetary gifts to the Library will be deposited into a separate bank account from operational funds. Separate fund lines will be used to record individual fundraising activities or campaigns.

Pledges must be accompanied by an agreement signed by the donor and the CEO, or designate of the Library. Pledges may be announced publicly at the shared discretion of the donor and the Library. There will be no official donor recognition until the Library has received the donation or the signed donor contract and the first installment.

Fundraising Campaigns will be used to solicit donations for large scale projects when a collective of donations is required to meet the Library's funding needs. Funds raised during a campaign shall only be used for the project specified in the campaign.

The Library will accept gifts including but not limited to land, securities, artwork, jewelry, vehicles, personal property and other assets. Such gifts, if they cannot be used by the library immediately, will be liquidated at FMV and funds be made available for Library use.

All inquiries concerning the sponsorship of Library collections, services or products shall be directed to the CEO or designate.

### **DONORS and SPONSORS**

The donor or sponsor must have no expectation of having any influence on the selection of materials for the Library or on any of the services, policies or practices of the Library.

A sponsor, its staff, product or service must not present an obvious conflict of interest with the mandate and/or operation of the Library.

The product of the sponsor must not be deemed hazardous to the health and wellbeing of individuals or to the community.

The privacy of donors will be respected in compliance with the Municipal Freedom of Information and Privacy Act, RSO 1990, Chapter M56. The Library does not share, sell or trade donor lists.

### **ENDORSEMENT AND PREFERENTIAL TREATMENT**

The Library will not endorse products and/or services of sponsors.

The Library will not provide any degree of exclusivity for products or services by sponsors or suppliers of certain products or services associated with sponsors.

Sponsors will have no preferential treatment during procurement processes

### **REPORTING**

Annual financial reports, inclusive of Annual Registered Charity Information returns, will be factual and accurate in all material respects.

Government grants and contributions will be accounted for by the CEO separately from donations and sponsorships, and will be submitted within the grantor's stated time frame.

The CEO or designate will perform an analysis and report to the Board on the success and cost-effectiveness of the Library's fundraising programs upon request.

### **Charitable Receipts:**

Receipts will be issued according to the requirements of the Income Tax Act and its regulations.

Charitable receipts will be issued for donations of \$20.00 or more, and



Receipts for gifts-in-kind will be issued upon provision of an invoice or appraisal from a qualified independent appraiser approved by the Board. The Library will pay 50% of required appraisals.

### **RECOGNITION**

Those who meet the requirements to be a donor or sponsor shall receive recognition in accordance with the Donor/Sponsor Recognition Grid listed in Appendix A.

### **RELATED POLICIES**

- 200-02 Tangible Capital Assets Policy
- 200-04 Strategic Alliances Policy
- 300-01 Archives Acquisition Policy
- 300-02 Access to Information and Protection of Privacy Policy
- 300-03 Collection Development Policy
- 300-13 Sales and Soliciting on Library Property Policy
- 300-16 Public Art Policy
- 300-19 Terms of Reference for Naming Libraries Policy

**Appendix A:** Donor/Sponsor Recognition Grid

Donor or Sponsorship Category	Amount of Donation	Recognition
Friend/Paper Supporter	\$100 to \$499	<ul style="list-style-type: none"> <li>• Invitation to the annual Donors &amp; Volunteers Recognition Night</li> <li>• A "Thank You" ad in the Library Newsletter</li> <li>• Acknowledgement in any materials advertising the sponsored service (written as "sponsored by..." or as "sponsored in part by...")</li> </ul>
Copper Supporter	\$500 to \$999	<ul style="list-style-type: none"> <li>• All of the above, plus</li> <li>• Acknowledgement in the Library's Annual Report</li> <li>• Listing in the Donors' Recognition Boards</li> </ul>
Bronze Supporter	\$1,000 to \$2,499	<ul style="list-style-type: none"> <li>• All of the above, plus</li> <li>• A News Release announcing the sponsorship</li> <li>• A certificate recognizing the sponsorship</li> </ul>
Silver Supporter	\$2,500 to \$4,999	<ul style="list-style-type: none"> <li>• All of the above, plus</li> <li>• A personal recognition plaque instead of a certificate</li> </ul>
Gold Supporter	\$5,000 to \$49,999	<ul style="list-style-type: none"> <li>• All of the above, plus</li> <li>• Appropriate recognition to be agreed upon</li> </ul>
Platinum Supporter	\$50,000 +	<ul style="list-style-type: none"> <li>• All of the above, plus</li> <li>• Appropriate recognition to be agreed upon</li> </ul>
Naming Opportunities	Value to be determined	<ul style="list-style-type: none"> <li>• Recognition to be determined on case by case basis</li> </ul>