

Trent Lakes Public Library



Policy Type: **Fundraising**

Policy Number:

FR - 03

Policy Title: **Donations, Sponsorship and Fundraising**

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2024

POLICY STATEMENT AND RATIONALE

The purpose of this policy is to provide guidelines with respect to the acceptance of donations, and the creation and administration of donations, sponsorship partnerships and fundraising campaigns.

SCOPE

This policy shall apply to all Library Staff, Members of the Library Board, and all residents, businesses and organizations seeking to assist the Library through the provision of donations, gifts and the creation of sponsorship partnerships.

DEFINITIONS

In reading and interpreting this policy, the following definitions shall apply:

“CEO” means the Chief Executive Officer of the Trent Lakes Public Library.

“Campaign” means an organized fundraising effort to solicit substantial funds for the Trent Lakes Public Library, usually extending over a period of months or years.

“City” means the Corporation of the Municipality of Trent Lakes.

“Donation” means a gift or contribution of cash, goods or services given voluntarily toward an event, project, program or corporate asset, as a philanthropic act, without the expectation that any benefit will accrue to the donor, for which a Charitable Tax Credit can be issued. Contributions of skills or time through volunteer service do not qualify as donations, as they are not recognized as such in the Canadian Income Tax Act.

“Donor” is an individual or an organization that has made a gift to the Trent Lakes Public Library.

“Fundraising Activities” mean short-term activities or single events to solicit funds.

“Gift” means a voluntary transfer of property, without consideration.

“Library” means the Trent Lakes Public Library.

“Library Board” means the Trent Lakes Public Library Board.

“Library Staff” means all staff employed by the Trent Lakes Public Library Board.

“Pledge” means a commitment of a gift, given over a specific pre-determined time frame.

“Sponsorship” means a contribution of cash, goods or services toward an event, project, program or corporate asset, in return for commercial benefit (i.e. logo placement or presenting sponsorship). The funds typically emanate from the sponsor’s marketing, advertising or communication budgets. Sponsorships are a reciprocal arrangement benefitting both parties. Usually the cost to the sponsor is categorized as a business expense for which a Business Tax Receipt can be issued.

POLICY, PROCEDURE AND IMPLEMENTATION:

1.0 General Guidelines

- 1.1 The Library Board gratefully accepts and encourages donations, gifts and sponsorships from individuals, groups, foundations and corporations, for the purpose of enhancing library services, subject to this policy. The Library actively solicits and encourages the business community, service clubs and other organizations to become donors and/or sponsors of Library events, programs and services which will benefit the community by allowing the Library to increase the level it can provide to the residents.
- 1.2 The Library evaluates all donations/sponsorships, and accept only those which it feels align with the mission, values and standards of the library.
- 1.3 Donations will become the exclusive property of the Library, and must be clear and unencumbered when given. The Library may accept conditions of the use and/or disposition of donations only where it deems the proposed conditions to be reasonable and feasible.
- 1.4 While honouring the wishes of donors as appropriate, the Library has no obligation to inform the donor regarding the investment, disposition and disposal of donations.

2.0 Donations

- 2.1 The CEO has the authority to accept or reject unrestricted donations of tangible items on the basis of suitability to the Library’s mission, goals, policies, décor, and availability of space for housing or display.
- 2.2 The Library accepts the following types of contributions:
 - Money
 - Books, manuscripts and other printed materials
 - Audio visual materials
 - Art and photographic works of archival or historical significance
 - Equipment
 - Toys
 - Other in-kind gifts or services
 - Property of significant value, such as real estate or securities
 - Planned gifts, such as willed donations, bequests or endowments
- 2.3 The Library is unable to accept the following types of contributions:
 - Magazines, including *National Geographic*
 - Textbooks
 - Encyclopaedias
 - Video Tapes
 - CD-ROMs
 - Unlicensed copies
 - Most computer books
 - Materials in poor condition
 - Other items as determined by the Library

Some donated materials may be provided to the Good Buy Room for their book sales or events, however they remain the property of the library.

3.0 Sponsorships and Partnerships

3.1 The Library negotiates partnerships with, and accepts support from, the business community in ways that will benefit and recognize the supporting companies while enabling the Library to better achieve its mission without compromising its principles. The Library recognizes that companies support the Library not only out of a desire to be good community members, but also with the hope of a return or benefit to the company.

3.2 The Library will not accept any cash, gift of property, pledge of support or non-cash gift or services, or enter into any partnership with any company or other organization that produces goods or services that may be considered harmful or illegal for certain members of the community.

3.3 The Library will not accept any kind of support from any company or organization that, in the judgement of the Library, exploits certain members of the community in its product lines, advertising, marketing, and workforce or in any other way.

3.4 The Library Board will consider donations of cash, material or goods, and/or sponsorship from companies, organizations or agencies, recognized as producing and/or distributing beer, wine or alcohol products. Sponsorships and donations from such companies, organizations or agencies may be accepted by the Library. In such cases, advertising by these companies will promote responsible consumption of the product. Groups and individuals recognized as producing and/or distributing beer, wine and or alcohol products may not contribute to services provided exclusively for children, youth and/or teens.

3.5 The Library at all times maintains an independent position on issues and concerns.

3.6 The Library does not accept any support that implies or requires endorsements of products.

3.7 The Sponsor must not have any impact on the policies, practices and priorities of the Library.

3.8 The Sponsor must not have any impact on collection development or Library Staff recommendations about library materials.

3.9 Acceptance of corporation support will take the form of a written agreement signed by representatives of the sponsoring organization and Library Board. The agreement will define the terms of the sponsorship, and any recognition to be provided to the sponsor. For corporate support under \$10,000 the CEO has signing authority in the agreement; support \$10,000 and above must be approved by the Board and co-signed by the Board Chair.

3.10 Sponsorship agreements will neither give unfair advantage to, nor cause discrimination against, any sector(s) of the community.

3.11 Any public use of the name and logo of the Library must be approved by the CEO.

3.12 The Library Board reserves the right to terminate an existing sponsorship, should conditions arise during the life of the sponsorship that result in a conflicting with this policy, or that sponsorship no longer supports the best interests of the library.

3.13 The right to refuse and/or terminate corporate contributions extends to support of third party fundraising for which the proceeds are designated to benefit the Library.

3.14 The Library Board endorses the Canadian Library Association's *Position Statement: Corporate Sponsorship agreement in Libraries* as approved June 1997.

4.0 Recognition

4.1 Gift Recognition:

4.1.1 The Library will recognize all donations and extend thanks to all donors for their generosity.

Wherever possible:

a) Gifts of greater than \$25.00 and under \$500.00 will be personally acknowledged by the CEO; and,

b) Gifts of over \$500.00 will be personally acknowledged by the Board Chair.

4.1.2 Official tax receipts will be issued by the City for all qualifying donations in accordance with the Canadian Revenue Agency regulations for donations and/or sponsorships valued at \$25.00 and over.

4.1.3 All donations will be listed in the Library's Annual Report and other library publications.

4.1.4 In cases where the donor requests no public acknowledgement, the Library will honour their request, subject to any disclosure that may be required pursuant to the Municipal Freedom of Information and Protection of Privacy Act.

4.2 Sponsorship Recognition

4.2.1 Recognition for major corporate support will be developed in cooperation with the corporate donors and will be consistent with the level of support and the Library's mission and purpose, and will be meaningful for both the supporting companies and the Library.

4.2.2 The Library's intangible intellectual assets, including its name and likeness, will be protected at all times. Corporate partners will not be permitted to use the Library's name for commercial purposes or in connection with the promotion of any product.

4.2.3 Official receipts for tax purposes will be issued appropriately and according to Canadian Revenue Agency guidelines.

5.0 Naming Rights

5.1 From time to time the library will offer the opportunity for significant philanthropic investment in the library infrastructure to ensure the sustainability of excellent library service in the community. The Library Board has the authority to recognize significant contributions by naming library services or facilities in honour of benefactors.

5.2 Name opportunities are subject to funding agreements that satisfy specific donation levels deemed appropriate to the project costs and arrangement of payment.

5.3 The Library Board reserves the right to remove a donor's name, should that individual or organization fail to exemplify the attributes of integrity and civic leadership expected of this honour.

5.4 Naming of New Library Facilities and Existing Library Buildings Undergoing Significant Renovations and/or Expansion

5.4.1 New Library Facilities shall be named, and existing library facilities shall be renamed:

- a. with a preference for geographic or functional designation; or
- b. when the Board chooses to accept the gift of a donor (or donors) who requests naming rights and who contributes a minimum of 51% of the total project costs, including construction, equipment, furnishings and collections for the building.

5.4.2 The term for the naming of the new facility shall be twenty-five (25) years, after which the building could be renamed, based on the above criteria.

5.4.3 The principal exterior sign must include "Trent Lakes Public Library", the branch name, and the street number clearly visible from the street.

5.5 Naming of Interior Spaces

5.5.1 Other naming opportunities will be available within a new library building or existing buildings undergoing significant renovation and expansion. These opportunities identified by the Library could include such areas as meeting rooms, auditoriums, reading lounges, special use areas, collections, equipment, gardens or other interior and exterior spaces.

- 5.5.2 Naming opportunities are available for individuals, families, foundations and corporations making a significant contribution to the project, as determined by the square footage costs of the specific area of interest, plus the cost of new equipment or collections for that area.
- 5.5.3 A list of the interior naming opportunities and costs for each facility under construction will be submitted by the Chief Executive Officer to the Library Board for approval.

6.0 Fundraising

6.1 The Library Board may choose to strike a fundraising committee that will create a fundraising plan for individual fundraising activities or capital campaigns.

6.2 The CEO will develop and implement appropriate fundraising strategies to achieve fundraising targets established by the Board, while maintaining awareness and respect for fundraising endeavours undertaken by others within the community.

Related Documents:

Canadian Library Association – Corporate Sponsorship Agreements in Libraries Position Statement

Trent Lakes Public Library – Mission Statement

Trent Lakes Public Library – Collection Development Policy