

Donations, Sponsorship and Fundraising Policy

Policy level: Library Board

Author: Director of Library Services

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1. Purpose

The Stormont, Dundas and Glengarry County Library welcomes and encourages donations, sponsorship and fundraising activities from individuals, groups, foundations and corporations, for the purpose of enhancing Library services. The Library's ability to provide meaningful services to the Stormont, Dundas and Glengarry community is wholly dependent on building strong connections with members of that community. Identifying deficits in our services and/or collaborating with community partners to bring benefits to our service area is the purpose of this policy.

2. Definition

"Donation" means a gift or contribution of money, goods or services given to the Library voluntarily toward an event, project or program as a philanthropic act. Contributions of skills or time through volunteer services do not qualify as donations, as they are not recognized as such in the Canadian Income Tax Act.

A "sponsorship" is a mutually beneficial exchange. The sponsor receives the benefit of reciprocal value in return for providing cash, products or services-in-kind to the Library.

"Fundraising" refers to the function of seeking financial support for a cause that benefits the Library.

3. Donations

It is easier for the Library to manage monetary donations. Other types of donations will be considered upon application to the Director of Library Services. The Library reserves the right to use the donation in the best interest of the Library, and will make decisions regarding the investment, disposition and/or eventual disposal of all donations on a case-by-case basis.

Monetary Donations – All monetary donations will be used to further the mission and purposes of the Library at the discretion of the Library Board. Monetary donations may be designated for specific collections, equipment, furniture or Library programs. Alternative purposes for donated monies may be considered upon application to the Director of Library Services. Tax receipts will only be issued for cash donations.

Donation of Collection Materials – The Library is pleased to accept donations of the following in new or nearly new condition:

- Books -- less than three years old, as long as they meet the Library's guidelines and are deemed to be in demand.
- Literary classics -- any age but in good condition
- DVDs
- Tax receipts will not be issued for used material

Dated material or items in poor condition cannot be accepted. Donors must accept that donated materials may be used for fundraising purposes.

4. Sponsorships

Sponsorship initiatives need to be aligned with the goals and objectives of the Library and with the aims of the prospective sponsor. Sponsors must accept responsibility for their part of the success or failure of the shared initiative. Promotion of and communications about the sponsored initiative must be coordinated between both parties and delivered in ways that are mutually agreed upon.

Sponsorship agreements valued at \$1,000.00 or less will be approved by the Director of Library Services.

Sponsorship agreements valued over \$1,000.00 will be presented to the Library Board for approval.

The sponsor will have no influence on the policies and practices of the Library.

5. Fundraising

Fundraising campaigns should always be undertaken after thorough discussion in order to ensure that they are in keeping with the Library's mission. Fundraising campaigns should be focused and aligned to the current SD&G County Library Strategic Plan. Only such programs will be considered. Under the guidance of the Library Board, staff may develop and implement appropriate fundraising strategies, while maintaining awareness and respect for fundraising endeavours undertaken by others within the Stormont, Dundas and Glengarry community.

The Library Board may choose to strike a fundraising committee that will create a fundraising plan and ensure the adherence of the fundraising principles of this policy. Fundraising campaigns that are branch specific, such as renovations, construction, or new furniture may have a donor recognition plaque erected in the branch specific to the campaign. If the campaign is over \$10,000, various donor levels will be determined based on the project. All proceeds must be submitted to the Library and tax receipts will be issued.

All fundraising campaigns with goals under \$1000.00 will be approved by the Director of Library Services.

All fundraising campaigns with goals over \$1000.00 will be presented to the Library Board for approval.

A written agreement will be signed by all parties involved in the fundraising campaign, including the Library Board, municipalities and/or other partners.

6. Acceptance of Donations and Sponsorships

The Library reserves the right to refuse donations. All donations become the property of the Stormont, Dundas and Glengarry County Library. The Library maintains complete jurisdiction over the disposition and/or disposal of donations.

The Library reserves the right to refuse any sponsorship offer and/or to terminate an existing sponsorship.

7. Official Tax Receipts

Official tax receipts will be issued to donors for income tax purposes, for monetary donations of \$20.00 or more on request.

Official receipts will also be issued to donors for gifts, upon provision of an invoice or receipt by the donor. Official tax receipts are not issued for sponsorships.

8. Records

Stormont, Dundas and Glengarry County Library will maintain records of all donations accepted. The information contained in these records will be confidential unless the donor has agreed otherwise. Donor lists may be used by the Library for ongoing communication and the solicitation of future donations.

9. Recognition

Donations will be given formal acknowledgement, via a written thank-you letter. Cash donations of over \$500.00 to collections will be recognized (ie a bookplate): Bronze plate – \$500-\$1,000; Silver plate – \$1,001-2,500; Gold plate – more than

\$2,500. Donors will be given the option donating to the collection of their choice (ie Children's collections, Fiction etc.) and also of anonymity.

Publicity about donations may be considered, with the agreement of the Library and the donor(s).