Donations, Sponsorship and Fundraising Policy

For: The Stormont, Dundas and Glengarry County Library Board	**Policy No**.: 2012-11-01
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1. Purpose

The Stormont, Dundas and Glengarry County Library (SDG Library) welcomes and encourages donations, sponsorship and fundraising activities from individuals, groups, foundations and corporations, for the purpose of enhancing Library services.

2. Definition

"Donation" means a gift or contribution of money, goods or services given to the SDG 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 SDG Library.

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

The "Library of Things" collection is comprised of unique items that may be borrowed from the SDG Library. Items include, but are not limited to, musical instruments, mobile internet hotspots, activities and games, household help items, and learning resources.

3. Donations

The SDG Library reserves the right to accept and refuse donations. The SDG Library maintains complete jurisdiction over the disposition and/or disposal of donations.

3.1. Monetary Donations

All monetary donations will be used to further the mission and purposes of the SDG Library, at the discretion of the Library Board.

Monetary donations may be designated for specific collections, equipment, furniture or Library programs. If the donor wishes to specify the use to which money is to be put, a special agreement with the SDG Library is necessary at the time that the donation is made.

Alternative purposes for donated monies may be considered upon application to the Director of Library Services.

3.2. Donation of Collection Materials

The SDG Library is pleased to accept donations of the following in new, or nearly new condition:

- Books, less than three years old
- Literary classics, any age but in good condition
- "Library of Things" collection materials
- DVDs

Dated material, items that are likely to be in low demand, or items in poor condition cannot be accepted. Donors must accept that donated materials become the property of the SDG Library, and due to limited capacity for physical donations, items may be used for fundraising purposes, given away, or recycled rather than added to the collection.

3.3. Official Tax Receipts

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

Official tax receipts will also be issued to donors for gifts, upon provision of an invoice or receipt by the donor.

Official tax receipts will not be issued for used material.

3.4. Records

The SDG Library will maintain records of all accepted donations, over $20.00, where an official tax receipt has been issued. The information contained in these records will be confidential unless the donor has agreed otherwise. Donor lists may be used by the SDG Library for ongoing communication and/or the solicitation of future donations.

3.5. Recognition

Publicity regarding donations may be considered, with an agreement between the SDG Library and the donor(s).

4. Sponsorships

Sponsorship initiatives need to be aligned with the goals and objectives of the SDG Library and with the aims of the prospective sponsor. Promotion of, and communications about the sponsored initiative, must be agreed upon and coordinated between both parties, and be in accordance with the SDG Library's Style Toolkit and Communications Policy.

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

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

4.1. Levels of Sponsorship Agreements

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

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

4.2. Official Tax Receipts

Official tax receipts are not issued for sponsorships.

5. Fundraising

Fundraising campaigns should always be undertaken after thorough discussion to ensure that they are in keeping with the SDG Library's mission statement. Fundraising campaigns must be focused on, and aligned, with the current SDG 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 endeavors undertaken by others within the Stormont, Dundas and Glengarry community.

The Library Board may choose to form a fundraising committee that will create a fundraising plan and ensure adherence to the fundraising principles of this policy.

5.1. Levels of Fundraising Campaigns

All fundraising campaigns with goals under $1,000.00 will be approved by the Director of Library Services.

All fundraising campaigns with goals over $1,000.00 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 community partners.

5.2. Official Tax Receipts

All proceeds must be submitted to the SDG Library and official tax receipts will be issued.

5.3. Recognition

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.

6. Related Documents:

SDG Library Communications Policy (Policy No. 2008-01).
SDG Library Style Toolkit (last updated May 22, 2018).