
Category:	Operational OP-22
Policy Name:	Donation, Donor Recognition and Naming Policy
Date Approved:	September 24, 2024

Purpose:

To ensure that:

1. All those who donate to the Lake of Bays Township Public Library (the Library) are appropriately recognized for their financial or in-kind contributions to projects and capital campaign initiatives undertaken by the Library Board.
2. All donors are recognized through a uniform recognition structure.
3. The acceptance of donations and the associated naming rights shall be consistent with the Library's vision, mission and values, and shall not compromise or contradict any legislation, bylaw or policy, or reflect negatively on the Library's public image.
4. Groundwork is established for a positive on-going relationship with donors that may stimulate their subsequent and/or increased giving, and inspire non-donors to support the Library.
5. Consistency in communicating and making decisions to accept or decline fundraising contributions.

Definitions:

Asset: An asset is a resource with economic value that an individual, a company, or a country owns or controls with the expectation that it will provide a future benefit.

Donation: A gift or contribution of cash, goods or services which provides assistance to Library assets, events, programs or projects. They are given voluntarily without any consideration or recognition in return. Donations are eligible for a Charitable Tax Credit under the Income Tax Act.

Fair market value: The highest price, expressed in dollars, that a property, goods or services would bring in an open market, between a willing buyer and a willing seller who are both knowledgeable, informed and prudent, and who are acting independently of one another. (Canada Revenue Agency, “Determining fair market value of non-cash gifts”.)

In-kind: A contribution received in the form of goods and/or services rather than cash. Charitable receipts for in-kind donations require 3rd party documentation to substantiate value of gift.

Naming rights: A type of naming opportunity in which an external party receives the exclusive right to name a Library asset, event or program under specific terms. The naming right is sold or exchanged for cash or other valuable consideration for a specific item and time frame.

General Donor and Naming Opportunity Guidelines

The following guidelines shall direct the decision-making and operational processes related to the provision of donations to the Library.

1. The Library shall be transparent about administrative costs related to fundraising and shall provide accurate public information about the use of funds, without exaggeration or underestimation.
2. Privacy laws shall be respected at all times. Only necessary donor information gathered by the Library shall be transferred to the Township of Lake of Bays for the purposes of issuing tax receipts and will only be used for the purpose for which the information was collected.
3. Donors shall have no ability to influence the decisions of the Library in accepting gifts or approving naming opportunities. Library employees or anyone with permission to act on behalf of staff, shall not receive any product, service, or asset for personal use or gain as a result of a donation as per the Library’s Staff Code of Conduct Policy HR-06.
4. All Library solicitations, fundraising processes and management of financial transactions shall comply with the applicable local, provincial and national laws and best practices guidelines for receiving donations as well as valuation compliances, and other pertinent policies as per Canada

Revenue Agency. In-kind donations shall be valued at a level consistent with industry practices, using recognized valuation models and standard practices.

5. Acceptance of donations and issuing of naming rights and opportunities shall be consistent with the vision, mission, values and objectives of the Library.
6. Acceptance of donations and issuing of naming opportunities should enhance development, delivery, awareness or continuance of library programs, services, events or space.
7. Targeted donations identified for a specific purpose, as opposed to general purpose, will be held in a restricted reserve fund account until such time as the funds are used for the intended purpose.
8. The Library shall maintain control over the planning and delivery of fundraising, donation agreements, and the acceptance of all donations and naming opportunities.
9. Acceptance of donations shall not replace existing or future sources of ongoing Library operating funds or functions which are required to sustain the organization over time.

Policy:

The Library will appreciate and recognize all those who donate financially or in-kind to the Library according to the following guidelines:

1. Gift Acknowledgement

- All gifts received in either branch or through stamped mail will receive a handwritten thank you card within 30 days. Donations made online will receive an email thank you note. All thank you cards will be signed by the CEO or Board Chair.
- An income tax receipt for gifts over \$25 will be issued by the Township of Lake of Bays no later than February 28th of the calendar year that follows the year of the gift.

2. Accountability of the Use of Gifts

- 2.1 All donors, with their permission, will receive the Library's newsletter and/or updates via email, which contain features to inform the donors of the accomplishments their donations have made possible.
- 2.2 Donors to capital projects/campaigns shall receive reports on progress of project as appropriate. This may include pre-opening group facility tour, recognition ceremonies etc.
- 2.3 Once the gift is utilized, donors will be provided a report on the use of the funds, if appropriate.

3. Capital Campaign Donor Recognition

3.1 General

3.1.1 Permission:

To the best of its ability, the Library will try to consult the donor and obtain permission before any public recognition. Donors wishing to remain anonymous will be respected; however, donors must indicate their wish to remain anonymous at the time of donation.

3.1.2 Accuracy:

All donors who qualify for permanent signage recognition will be consulted to determine the accuracy of spelling and preference for listing before recognition occurs.

3.1.3 In-kind Contributions:

In-kind contributions of products, services, equipment, furnishings, etc., shall receive recognition based on the fair market value of the gift, and shall be recognized according to the same guidelines used to recognize cash gifts.

3.1.4 Timeliness and Recognition:

Temporary and/or permanent recognition of gifts will be completed as soon as feasibly possible. Staff will keep donors informed on the progress.

3.1.5 Uniqueness:

It is understood there could be unique instances, which may necessitate recognition outside of these established criteria. Recognition for gifts in this category will be on an individual basis as determined by the Library Board upon recommendation of the staff.

3.1.6 Recognition:

Recognition shall be provided in the same manner as the recognition of gifts provided to the Library. In addition, there may be donor boards or displays and naming opportunities in a capital campaign.

3.1.6 i) Donor Boards and Displays- with each campaign, the donor recognition displays may vary and the details will be available to the public. The permanent donor displays will be completed after the project has finished and in a reasonable time frame depending upon the complexity of the donor board.

3.1.6 ii) Naming- with each campaign, there may be naming opportunities available for purchase. These will vary with each project and the details will be available to the public. (See Section 4 for Naming Guidelines)

4. Naming Guidelines

1. Naming opportunities for public areas can be established for a fixed term when there is a direct benefit to the community.
2. Naming right opportunities can arise from three avenues:
 - 2.1 the Library publicly requests naming right proposals for approved assets, or
 - 2.2 the Library actively solicits and targets a potential naming opportunity donor for approved assets, or
 - 2.3 a potential naming right donor solicits the Library regarding an approved asset.
3. All naming agreements for any Library asset shall be confirmed in writing and all details shall be finalized at the time of signing by authorized representatives of both the Library and the naming right donor.

4. All naming agreement contracts over \$50,000 may be reviewed by the Library's legal representative to ensure protection from risk and compliance to legislation and should be reviewed by the Library to ensure that all terms and deliverables meet ethical and financial best practices as set forth by this policy and by the Canada Revenue Agency.
5. At a minimum, naming agreements shall have the appropriate terms and conditions, and include the following provisions:
 - 5.1 a description of the contractual relationship, specifying the exact nature of the agreement;
 - 5.2 the naming rights donor's contribution and, in the case of in-kind contributions, the method of assessment;
 - 5.3 the obligations of both the Library and the naming donor;
 - 5.4 the duration of the naming opportunity and any renewal options, if applicable;
 - 5.5 a cancellation provision and the remedies available to both parties upon cancellation;
 - 5.6 confidentiality terms;
 - 5.7 a statement acknowledging that the agreement may be subject to provisions of the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA);
 - 5.8 a statement that all parties are aware of, and agree to comply with, the provisions of this policy.
6. The Library shall reserve the right to reject any unsolicited proposal or otherwise that has been offered to the Library.
7. The Library shall reserve the right to terminate an existing naming agreement should conditions arise that make it no longer in the best interest of the Library or the community. In these situations, the agreement shall dictate the terms of the termination.
8. If the naming opportunity requested is on a Township building, approval is required from the Lake of Bays Township Council.
9. The placement of permanent signage will be at the discretion of the library and/or the Township.

Donor and Naming Opportunity Eligibility

The Library shall not accept donations or naming opportunities, indirectly, or through third party arrangements which:

- promotes the sale or use of tobacco, marijuana, alcohol or any addictive substances, promotes pornography or any other illegal activity, or
- promotes support of the distribution, production or sale of life-threatening products;
- presents demeaning or derogatory portrayals of individuals or groups or contain any message that could cause offence when considered by a reasonable person in the context of prevailing community standards;
- promotes, portrays, or condones the stereotyping of any group or discrimination as defined by the Human Rights Code;
- is in any way a contradiction to the Library's expressed mission, values and principles.

Issuing Tax Receipts

The Township of Lake of Bays Finance department is responsible for issuing tax receipts on the Library's behalf as outlined in our Memorandum of Understanding dated July 16, 2021. The Library will share information collected with the Township for this purpose.

Signature of the Chairperson _____

Document Revision Record:

Revision Level	Date
Initial Approval	September 24, 2024
Last Review/Revision	
Year of Next Review	2028