



# Donations and Sponsorships

## Operational

### Purpose

The purpose of this policy is to outline the conditions under which the library will enter into sponsorships or accept donations.

### Definitions

The following definitions apply to this policy:

**Cash** - Cash includes cheques, money orders, bank drafts, and money (bills & coin). Donations made by debit card and by credit card are also considered cash gifts.

**Donation** - A donation is a gift, contribution of cash, or goods given voluntarily to the Library as a philanthropic act without expectation or requirement of reciprocal benefit. A designated donation is one that is to be used for a specific purpose. An undesignated donation is one that has no stipulations on use.

**Gifts in Kind** – Gifts in kind, also known as non-cash gifts, are gifts of property. They cover items such as artwork, equipment, securities, and cultural and ecological property. A contribution of service, that is, of time, skills or effort, is not property and, therefore, does not qualify as a gift or gift in kind for purposes of issuing official donation receipts.

**Sponsorship** – A sponsorship is a mutually beneficial exchange between the Brantford Public Library and an outside organization, in which an external party makes a contribution of cash or in-kind goods or services to the Library in return for recognition, acknowledgements or other considerations. Sponsors receive a benefit of reciprocal value in return for their support and contribution.

### Principles

The Brantford Public Library welcomes and encourages sponsorships, and monetary gifts or gifts in-kind (donations) from individuals and organizations to be used to benefit the community by enhancing the quality of Library services. The impact of sponsorships must meet the Library's strategic objectives, mission, vision and values, and abide by the Canadian Library Association's Position Statement on Corporate Sponsorship Agreement in Libraries (Approved June 21, 1997.)

The Brantford Public Library (the Library) is a registered charity and follows all relevant rules and regulations of the Canada Revenue Agency.

This policy does not include past donations and is effective as of the date the policy is approved by the Board.

Donations and sponsorships must be coordinated through Library staff in order to reduce the risk of duplication.

A competitive process is not required when soliciting sponsorship or donation opportunities.

Donations or sponsorships must not interfere with existing contractual obligations.

Donations or sponsorships are not meant to replace – but to enhance– municipal, provincial or federal funding.

Donations or sponsorships should not cause increased or unplanned operating or capital costs to the Library. The donation or sponsorship should not create an ongoing financial obligation for the Library beyond the term of the agreement. Where a donation or sponsorship is deemed to enhance current operations and the cost is seen to contribute to increased efficiency, an exception may be considered upon review of the CEO.

Sponsorships will not be accepted from any corporation or organization that has a claim, or has instituted a legal proceeding against the Brantford Public Library Board or the Corporation of the City of Brantford, or against whom either the Board or the Corporation has a claim or instituted legal proceeding.

Donors or sponsors shall not be canvassed during any active procurement process in which they are or reasonably may be participating.

No Library employee will benefit from a donation or sponsorship.

Naming rights and donated materials are covered in a forthcoming Naming Policy. Sponsorships of outside agencies by the Library will be covered in a forthcoming policy.

Special fundraising ventures are handled individually and managed outside this policy.

All funds or grants obtained from orders of government are exempt from this policy.

## Donations Terms and Conditions

Tax receipts will be issued for cash donations over \$20.

Monetary donations may be designated for capital projects, specific collections, equipment, furniture, or Library programs. Monetary gifts without conditions are preferred.

The library accepts collection donations provided they comply with the Library's Collection Development Policy. Donations of materials are accepted with the understanding that there is no obligation to put them into circulation and that they may be sold or discarded at the discretion of the Library. Donations to the collection are covered under the Collection Development Policy.

Monetary gifts and bequests will be added to, invested and disbursed in accordance with the

Brantford Public Library Trust.

The library accepts donations in tribute or memoriam and acknowledgement will be made to both the donor and the honouree.

The CEO or designate has the authority to accept unrestricted monetary gifts. The authority to receive conditional gifts or gifts in-kind other than cash rests with the CEO in consultation with the Brantford Public Library Board.

The 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.

Donations will be given formal acknowledgement via a written thank you letter. Publicity about donations may be considered with the agreement of the Library and donor(s).

Donations of services or time are welcomed by the Library to enhance Library programming and services. These donations do not qualify as a gift and will not qualify for a tax receipt.

Where applicable, the Library may require the donor to have his/her property appraised by a certified appraiser at a shared expense with the Library before a decision is made as to whether or not a donation will be accepted.

## Sponsorship Terms and Conditions

Both the sponsor and the Library must agree to a sponsorship agreement. This sponsorship agreement must align with policies and practices of the Library.

The Library can seek additional sponsors for any program, service or acquisition, unless specific limitations are agreed to in a sponsorship agreement.

The acceptance of a sponsorship does not imply endorsement of products or organizations by the Brantford Public Library. Sponsors do not gain any authority or influence in the development of policies, programs or services and the goals and objectives of those policies, programs and services.

The Library reserves the right to immediately terminate an existing sponsorship if the sponsor uses the Brantford Public Library's name outside the parameters of the agreement without prior consent. The Library may also cancel the agreement if the sponsor develops a public image that may negatively impact the Library's image in the community. In the case of a change in ownership or name (or both) of a sponsor during the term of the agreement, the Library reserves the right to immediately cancel the agreement if the new organization fails to meet any of the principles or conditions outlined in this policy or the sponsorship agreement.

The Library will follow terms outlined in individual sponsorship agreements regarding promotion of sponsorships and partnerships. The Library does not guarantee space for company name or logos on the Library's website or any other promotional materials, such as posters or pamphlets. Sponsor logos will not be displayed more prominently than the logo of the Library.

The sponsor has marketing rights to promote their involvement with the Library according to the term and duration of the sponsorship agreement and subject to the provisions of this policy.

The Library must approve all materials used by the sponsor that mention the Library's name and/or uses images of the Library and/or its logo.

The product or service of the sponsor must not be deemed hazardous to the health of community members.

Sponsorships will not be accepted from elected local officials, officers or employees of the City of Brantford, members of the Board or any Board member employees.

The CEO must approve sponsorship agreements valued at \$5,000 or less prior to the Library entering into an agreement. Sponsorship agreements valued \$5,000 or greater must be approved by the Library Board prior to the Library entering into an agreement.

Sponsorship agreements outlining terms of individual sponsorships will be written only by Library management or an appointed designate.

## History

**Supersedes:** Gifts and Donations Policy (COL 02); Gifts and Donations Policy (FAC 01)

**Background documents, related policies:** Brantford Public Library Trust; Naming Policy

**Approval Date:** November 2017

**Revision History:** January 2018

**Projected Review Period:** Not Applicable

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**Approval Level:** Brantford Public Library Board