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| Policy Type: **Operational** | Policy Number: **11 – 07** |
| Policy Title: **Donations, Gifts and Sponsorship Policy** | Policy Approval Date: **May 8, 2024**  Review Date: **October 2025** |

# **Purpose**

The Grimsby Public Library welcomes and encourages gifts and sponsorships from individuals, groups, foundations and corporations, for the purpose of enhancing library services and programs and in keeping with the Strategic Plan. The Grimsby Public Library gratefully accepts donations and sponsorships based on this policy.

# **Guidelines**

The CEO will develop and implement appropriate fundraising strategies to achieve fundraising targets, while maintaining awareness and respect for fundraising endeavours undertaken by others within the Grimsby Community. The Library reserves the right to refuse any donation or sponsorship opportunity, which is deemed to be inappropriate or unsuitable to the advancement of the mission, values and objectives of the Library.

# **Scope**

The scope of this policy includes donations and sponsorships of:

* Money;
* Books, and other print materials;
* 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.

# **Donations**

A donation is a gift or contribution of cash, goods or services given voluntarily toward an event, project, program or corporate asset as a philanthropic act without expectation or requirement of a reciprocal benefit. Charitable Tax receipts will be issued to benefactors for cash donations valued in excess of $20. 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.

# **Donations of Books & Other Materials for the Library’s Collections**

The Library reserves the right to use the donation in the best interest of the Library and maintains complete jurisdiction over the disposition and/or eventual disposal of all donations. Donations are evaluated to add to our collection as per our Collection Management Policy.

The Library accepts:

* Books in excellent condition that have been published in the last two years;
* Current bestsellers;
* Gently used paperbacks;
* Local history titles;
* Large print books in good condition;
* DVDs in excellent condition;
* Foreign language books representing popular authors and classics.

The Library does not accept:

* Items that are moldy, yellowed or marked (i.e. highlighted or otherwise written in);
* Encyclopedias;
* Textbooks;
* Reader’s Digest Condensed Books;
* Dated information (i.e. out of date medical, science books or travel guides);
* Magazines;
* Computer software.

# **Adopt-a-Book Program**

The Adopt-A-Book is a rewarding and lasting way to honour a loved one or commemorate an important occasion. The donor is asked to select a category or author of a book they would like to “adopt”. Each gift of $25 will include a bookplate that is placed inside the cover of the adopted book recognizing the honoured party and the donor, if desired. All gifts to this program will receive a tax receipt for the amount of the gift and a personalized letter to the honoured party if requested. All profits from this program will be utilized to add books to the Grimsby Public Library's collection.

# **Sponsorships**

A sponsorship is a mutually beneficial exchange where a gift or contribution of cash or in-kind goods or services is used to support the provision of a specific service, space, collection or event. Sponsors receive a benefit of reciprocal value in return for their support. All cash contributions valued in excess of $20 will be recognized with a Charitable Tax receipt.

Sponsorship agreements, which are valued at $20,000 or less, may be approved by the CEO & Chief Librarian and reported to the Library Board. Sponsorship agreements, for the explicit use and benefit to the library only, with values in excess of $20,000 shall be presented to the Library Board for approval. All sponsorships of the Library will take the form of a written agreement signed by representatives of the sponsoring organization and CEO & Chief Librarian of the Library (Appendix A). This agreement will define the terms of the sponsorship and any recognition to be provided to the sponsor.  
  
Sponsors must have no impact on the policies and practices of the Library and sponsorships do not imply endorsement of products by the Library. Where the sponsorship agreement limits the Library’s ability to enter into other sponsorships, such an agreement shall clearly define the nature and extent of the exclusivity, and the time frame over which the exclusivity is to be granted.

Any public use of the name and/or logo of the Library by the sponsor must be approved by the CEO & Chief Librarian.

The Library will ensure that each sponsor receives acknowledgement, and to the degree that the donor is willing, public recognition. The following guidelines will be used in providing acknowledgement to and recognition of sponsors:

* Gifts of money to the Grimsby Public Library are accepted with thanks and a charitable receipt is issued to the donor by the CEO & Chief Librarian. Use of the funds will be at the discretion of the Grimsby Public Library Board, unless the donor wishes to assign the funds to a specific collection and/or program.
* All cash and in-kind sponsorships will be acknowledged and recognized by a letter of thanks.
* Any special recognition agreements will be stipulated in the Sponsorship Agreement.
* Naming rights may be assigned to a donor or sponsor, provided that the Library’s image is not compromised. The time period for which the naming rights will be in place will be stipulated in the Sponsorship Agreement.
* Public acknowledgement of sponsorship in the Library’s promotional materials will normally be restricted to a statement of the sponsor's name and a display of logo. Standards controlling the size format and location of such acknowledgment will be developed by the appropriate staff person to ensure both consistency and quality of appearance. Such acknowledgement will not take precedence or have prominence over the library's own logo or promotional material.
* Any signage required for donations and sponsorship will be designed, constructed and installed in a manner that is mutually agreed upon by the donor/sponsor and the Grimsby Public Library. The final decision will rest with the Library.
* Acknowledgement of sponsorship may also take the following forms at the Library’s discretion:
  + Launch of a special program or media campaign to announce the gift;
  + Include sponsor's name on promotional materials;
  + Small standardized plaques may be placed on donated furniture or equipment;
  + Library bookplates will be placed on donated items if the donor wishes this;
  + In all cases, the type and scope of donor recognition required by the donor will be weighed against the benefit to the Library.

# **Related Policies**

* Collections Management Policy
* Grimsby Author Series Policy
* Social Media Policy

# **Appendix A**

**Sponsorship Agreement Form**

## **Sponsorship/Benefactor Information**

Name/Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company Representative & Position/Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Postal Code: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Website (if applicable): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## **Sponsorship/Benefactor Payment Details**

**\*\*** Full payment and this application form must be submitted to the Grimsby Public Library by **[Date].**\*\*

Sponsorship/Donation Amount: $\_\_\_\_\_\_\_\_\_\_\_

**Payment Type**

Cheque *(payable to the Grimsby Public Library)*

Cash

In-kind

Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## **Sponsorship/Benefactor Recognition and Benefits**

All sponsors/benefactors will be recognized and listed on one or all of the following: Library’s website, social media, posters, library newsletter and other promotional materials. Do you consent to public recognition?

I consent

I do not consent. I do not wish to be publicly recognized.

All organization logos can be electronically (.jpg, .png or .pdf) to [librarypromotions@grimsbylibrary.ca](mailto:librarypromotions@grimsbylibrary.ca).

I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ as a representative of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ agree to be a sponsor of the programs, services, or facilities of the Grimsby Public Library as stipulated above. The Grimsby Public Library is a registered charity under the Income Tax Act.   
I understand that all sponsorship funds will be allocated at the discretion of the CEO & Chief Librarian and the Grimsby Public Library Board and that this sponsorship relationship is managed under the terms stipulated in the Library’s Donations, Gifts and Sponsorship Policy.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sponsor/Benefactor** |  |  |  |  |
|  |  |  |  |  |
| Signature |  | Name (please print) |  | Date |
| **Library Representative** |  |  |  |  |
|  |  |  |  |  |
| Signature |  | Name (please print) |  | Date |
|  |  |  |  |  |

## **For Staff Only**

Payment received – Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Staff Initial: \_\_\_\_

In-kind donation received – Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Staff Initial: \_\_\_\_

Logo received – Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Staff Initial: \_\_\_\_

Tax receipt and letter of thanks issued – Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Staff Initial: \_\_\_\_

Comments: