
Smiths Falls Public Library



Policy Type: **Fundraising**

Policy Number: **FUND-01**

Policy Title: **Sponsorship, Donations
& Fundraising**

Policy Approval Date: **April 2019**

Last Review Date: **March 24,
2026**

The Smiths Falls Public Library welcomes and encourages donations, gifts and sponsorships from individuals, groups, foundations and corporations that will further the library's mission, goals, objectives and priorities.

General

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

All donations constitute a complete transfer from the previous owner to the Library unless a ~~mutual~~ agreement between the Library and the donor is achieved.

The Smiths Falls Public Library has no obligation to inform the donor of the disposition of the donated materials. Donated materials will not be accepted as payment for lost or damaged library materials or late fees. Material donations must conform with the Materials Selection Policy.

Types of Gifts

The Smiths Falls Public Library welcomes and accepts different types of gifts as defined by the Canada Revenue Agency.

Cash Donations

Gifts of cash are accepted and are used to enhance the services of the library system.

Both designated and undesignated donations are welcomed. For designated donations, the Library will direct the donation to a specific purpose as outlined by the donor.

The Library reserves the right to use undesignated donations in the best interest of the Library, and shall make decisions regarding the investment, disposition and/or eventual disposal of all donations.

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 efforts, is not property and, therefore, does not qualify as a gift or gift in kind for purposes of issuing official donation receipts.

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

Sponsorships

A sponsorship is a mutually beneficial exchange between the Smiths Falls 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 (eg. a tax receipt).

The Smiths Falls Public Library endorses the position statement passed at the Canadian Library Association's annual General Meeting on June 21, 1997 in developing sponsorship policies and agreements (see Appendix A).

Sponsors must have no expectation of having any impact on the policies of the Smiths Falls Public Library. Sponsors must sign an agreement and need to align with our policies and practices. Entering into sponsorship agreements does not suggest endorsement of products or services by the Smiths Falls Public Library.

All sponsorship agreements must include the dates of the agreement, must

clearly indicate what the sponsor is contributing and the value of that contribution (best market value estimate) and the forms of recognition the Library will provide to the sponsor in return. The agreement will specify the terms of termination.

The parameters of any exclusivity agreement shall clearly define the nature, extent and duration of the exclusivity.

Sponsorships agreements shall be presented to the Library Board for approval.

The agreement must be signed by the Board Chair or CEO as the authorized representative of the Library Board and by authorized representatives from the external organization.

Fundraising

The CEO and the Library Board will develop and implement appropriate fundraising strategies to achieve fundraising targets, while maintaining awareness and respect for fundraising efforts undertaken by others within our community.

The Library Board may approve special fundraising ventures which it deems suitable in fulfilling its mission, values, goals and objectives, and which will not compromise the Library's public image. All funds raised will be used for the stated purpose.

Recognition

Recognition programs will honour individuals, corporations, service clubs, community organizations and philanthropic foundations that make monetary and/or gifts-in-kind donations, as well as government agencies that provide direct cash grants to the Smiths Falls Public Library for the purpose of enhancing library services.

Donor recognition programs for special fundraising initiatives, such as capital campaigns, will be developed as a part of each campaign.

The formal recognition of government grants or corporate partners in library programs and/or services is normally dictated by the terms of the grant or agreement and may include the inclusion of government or partners' logos in print or electronic publications relating to the grant or agreement.

Use of funds raised and fundraising operating expenses will be in accordance with Canada Revenue Agency guidelines and every effort will be made to maximize dollars raised in relationship to dollars spent.

All records pertaining to established and potential donors will be held confidentially and in accordance with relevant legislation and Library policies.

The Library will also respect the wishes of any donors wishing to remain anonymous.

Naming Rights

The library may use naming rights to recognize individuals or groups who have made substantial financial contributions to the library.

Naming rights may be assigned to the following categories for donations over \$10,000:

- Rooms or areas of the building (eg. a study room)
- Collections (eg. the large print collection):
- Services, events, or programs

Any request for naming rights must be formally made to the board. While the granting of naming rights is solely at the board's discretion, the following will be considered:

- The significance of the financial contribution
- The individual or group's ties to the Town of Smiths Falls and to the Smiths Falls Public Library in particular
- The reputation of the individual or group, especially their alignment with the library's mission and values
- The appropriateness of the name being tied to the specific area, service etc. being named
- That no potential conflicts of interest exist

Upon approval, the donor will need to sign a formal naming rights agreement. This agreement will include:

- Specifics of the naming right area, service etc.
- Duration of the naming rights (usually for a fixed duration but naming rights so long as the library is in its current home and configuration may be considered)
- Details of any inauguration event(s)
- Details of recognition signage

The library board reserves the right to cancel any naming rights immediately should a situation come to light that could negatively impact the library's reputation should the library continue to be associated with the named individual or group.

Charitable Receipts

Charitable receipts are issued for cash donations, appraised donations of art and valuable papers, as well as in-kind donations. Charitable receipts cannot be issued for more than the fair market value as determined by an independent appraiser.

Receipts cannot be backdated.

Use of Logo

Any public use of the name and/or logo of the Smiths Falls Public Library must be approved by the Library Board as appropriate.

Appendix A

Canadian Library Association / Association canadienne des bibliothèques Position Statement on Corporate Sponsorship Agreement in Libraries

Approved by Executive Council ~ June 21, 1997

Libraries enrich lives, provide information needed for work and daily living, and foster informed communities which are essential to a democratic society. In recognition of this important function, communities support libraries through public funding. The library's first priority is to ensure the continuation and growth of this primary relationship -- public funding for the public good.

CLA encourages and supports advocacy to maintain and develop public funding as the principal source of support for public, school, academic and government libraries.

Publicly funded libraries can and do explore other sources of funding, such as grants, gifts, donations, partnerships and sponsorships, to ensure that they provide the best possible services to their communities. Corporate sponsorships are one source of additional support that allows libraries to enhance the level, extend the range, or improve the quality of library service.

To ensure that partnerships enhance the library's image and add value to library services, libraries need to develop policies and sponsorship agreements that outline the conditions and the benefits of the sponsorship arrangement.

CLA believes that the following principles are important in developing sponsorship policies and agreements. Libraries have a responsibility to:

1. demonstrate that sponsors further the library's mission, goals, objectives and priorities, but do not drive the library's agenda or priorities.
2. safeguard equity of access to library services and not allow sponsorship agreements to give unfair advantage to, or cause discrimination against, sectors of the community.
3. protect the principle of intellectual freedom and not permit sponsors to influence the selection of collections, or staff advice and recommendations about library materials, nor require endorsement of products or services.
4. ensure the confidentiality of user records by not selling or providing access to library records.
5. be sensitive to the local political and social climate and select partners who will enhance the library's image in the community.