

# CHATHAM-KENT PUBLIC LIBRARY

## Donations, Sponsorship and Third Party Fundraising

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**Purpose:** To define the conditions under which gifts may be accepted by the Chatham-Kent Public Library.

**Background:**

The Chatham-Kent Public Library welcomes and encourages gifts from individuals, businesses, service clubs, foundations and non-profit organizations, for the purpose of enhancing quality library service for the public in the Municipality of Chatham-Kent.

**General Conditions:**

All gifts become the exclusive property of the Chatham-Kent Public Library, which reserves the right to utilize gifts in the best interests of the library. The Chatham-Kent Public Library maintains complete jurisdiction over the disposition and /or eventual disposal of all gifts.

**Donations:**

Definition:

For income tax purposes, a gift or donation is defined as a voluntary transfer of property to the Library, made without the expectation that any benefit will accrue to the donor or anyone designated by the donor. The scope of this policy includes gifts of:

- Money
- Books, manuscripts and other printed materials
- Audio visual materials
- Art and photographic works
- Literary Angels donations
- Equipment, toys
- 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

Conditions for donation acceptance:

Donations with values in excess of \$5,000 and/or those with legal or political implications shall be presented to the Library Board for approval. Those valued at less than \$5,000 shall be approved by the Director, Library Services, in consultation with the C.E.O.

Donors must have no expectation of influencing the policies or practices of the Chatham-Kent Public Library.

Donations made as part of the Literary Angels program or towards the purchase of library materials shall adhere to the Circulation and Collection Development policies of the Chatham-Kent Public Library.

In deciding whether or not to accept a donation, the Director or the Board, as the case may be, shall address the issue of the ongoing maintenance and protection of the gifts and ensure that it will not impact negatively upon the Library Services budget.

Donated funds shall normally be expended on items and projects as identified on the Library's annual 'Wish List'.

#### Donor Records:

Sponsors and donors shall be provided with a level of acknowledgement or recognition commensurate with their contribution. The privacy of those requesting anonymity will be respected.

#### Official Receipts:

Official receipts will be issued for monetary gifts which exceed \$10 for income tax purposes.

Official receipts for gifts-in-kind will be issued if the value of the gift can be substantiated independently or if the gift has been solicited by the Library.

#### **Sponsorship:**

##### Definition:

A sponsorship is a mutually beneficial business exchange between the Chatham-Kent Public Library and an external organization (hereinafter the sponsor) whereby the sponsor contributes funds, products or in-kind services to the Library in return for recognition, acknowledgement or other promotional considerations. Sponsorships involve an association between the sponsor and the Library and/or the specific programme, event, service or activity being sponsored. A sponsorship is a contracted arrangement between the Library and the sponsor, designed to benefit both parties: it is not a philanthropic gift. Charitable receipts cannot be issued for funds, products or in-kind services given to the Library as part of a sponsorship agreement.

##### Conditions for Sponsorship Acceptance:

Sponsorship agreements with values in excess of \$5,000 and/or those with legal or political implications shall be presented to the Library Board for approval. Those valued at less than \$5,000 shall be approved by the Director, Library Services, in consultation with the C.E.O.

Sponsors must agree with the mission of the Chatham-Kent Public Library and have no conflict of interest. The Library Board reserves the right to select appropriate sponsors.

Where a sponsorship agreement limits the Library's ability to enter into other sponsorships, the parameters of such an agreement shall clearly define the nature and extent of the exclusivity and the period over which the exclusivity is to be granted.

Sponsors must have no expectation of influencing the policies or practises of the Chatham-Kent Public Library.

Sponsorships do not imply endorsement of products by the Library.

The Library will not allow corporate names and/or logos to have prominence over the Chatham-Kent Public Library name and/or logo.

### **Third Party Fundraising:**

#### Definition:

Third party fundraising involves projects undertaken by an individual, affiliated group or organization, for the purpose of raising funds for, or on behalf of, the Library.

#### Conditions:

Individuals, businesses, and organizations wishing to undertake a fundraising project on behalf of the Chatham-Kent Public Library must receive approval in advance. As specified above, projects valued at \$5,000 or less can be approved by the Director, Library Services, in consultation with the C.E.O.

Those with values in excess of \$5,000 and/or those with legal or political implications shall be presented to the Library Board for approval. In no case will the Library be responsible for the costs of fundraising or for shortfalls in campaign goals.

Any public use of the name and/or logo of the Chatham-Kent Public Library or of the Municipality of Chatham-Kent must be approved in advance by the Board or Director as appropriate.

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