



Donations, Sponsorship and Fundraising

Purpose

The Guelph Public Library welcomes and accepts donations, gifts and sponsorships from individuals, corporations and foundations for the purpose of enhancing the services of the library and help support the Library's mission and vision. This policy defines the requirements for decision making and administration of GPL fundraising efforts including; who can fundraise, the research of prospective donors, the collection of personal data, gift processing, recognition and naming rights.

Definitions

Fundraising (also referred to as fund raising or development)

The process of soliciting and gathering voluntary contributions as money or other resources, by requesting donations from individuals, businesses, charitable foundations, or governmental agencies. Fundraising typically refers to efforts to gather money for non-profit organizations.

Naming Rights

A financial transaction whereby a corporation or other entity purchases the right to name a facility, typically for a defined period of time from three to 20 years. This type of naming rights provides the buyer with the marketing opportunity to promote the products and service.

A non-profit organization has the option to recognize a major gift from a donor by bestowing naming rights to a facility, area or service in recognition of the financial support.

1 Policy

Specifies accordingly the CEO may not:

- 1.1 Permit fundraising activities and initiatives that are inconsistent with the GPL's Fundraising procedures.
- 1.2 Permit fundraising indicatives internally or externally unless duly authorized by the Guelph Public Library Board.
- 1.3 Permit fundraising research and donor records to be unprotected or public documents.

2 Procedures

2.1 Research

- 2.1.1 All research undertaken by GPL on current and potential donors will be limited to its funding development process and used for no other purpose.
- 2.1.2 Research methods will respect the donors right to privacy and information will be acquired only through publicly available sources. Anecdotal information will be included in a donor file only if it can be corroborated with a public source.

2.2 Donor Records

- 2.2.1 GPL will maintain records of all donations, the contents of which will be protected by current privacy legislation (Municipal Freedom of Information and Protection of Privacy Act).
 - i. [Municipal Freedom of Information and Protection of Privacy Act \(MFIPPA\)](#)
- 2.2.2 Donors' names and contact information will not be sold, leased, rented, or shared in any way with any individual or organization outside the library.

2.3 Gift Recognition

- 2.3.1 GPL will recognize and thank all donors. The library will strive to acknowledge all gifts within 48 hours by phone or email and issue thank you letters/emails and official tax receipts within 10 working days of receipt of donations.
- 2.3.2 Official gift recognition
 - i. gifts of under \$5,000 will be personally acknowledged by the CEO
 - ii. gifts of over \$5,000 will be personally acknowledged by the Board Chair.

2.3.3 All donations will be listed in library publications, including the website and on social media as appropriate. However, GPL respects a donor's right to make an anonymous gift.

2.4 Receipts

2.4.1 Receipts will be issued in accordance with GPL's charitable status for all monetary contributions.

2.4.2 Receipts for tax purposes will be issued for all qualifying non-cash contributions deemed at fair market value. It is the donor's responsibility to provide a written appraisal from a reputable establishment for in-kind donations with fair market value over \$900. Gifts in kind with a fair market value of less than \$900 need not be accompanied by a professional appraisal; however, GPL reserves the right to require an expert opinion on the value of the gift before issuing a receipt.

2.5 Naming Rights

2.5.1 Every building project is unique. Specific and appropriate donation levels for naming a GPL facility will be established for each unique project.

2.5.2 GPL will offer the opportunity for significant philanthropic investment in GPL facilities. The GPL board has the authority to recognize significant contributions to GPL by naming library facilities in honour of its benefactors.

2.5.3 All donations with a Naming Opportunity are subject to a formal written Naming Rights and Donation agreement.

2.5.4 The GPL board reserves the right to decline or remove a donor's name should that individual or organization fail to exemplify the attributes of integrity and civic leadership expected of this honour.