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BRAMPTON LIBRARY

Donor Recognition Policy

1. Philosophy

- 1.1 Voluntary contributions to Brampton Library are a means of supporting enhanced services and programs, and help ensure the Library's long-term financial stability.
- 1.2 Brampton Library recognizes that a philanthropic gift is one whose worth is relative to means and that only the Donor can define generosity. It is the act of giving and not the size of any donation that underlies our Donor recognition and communication philosophy and our actions.
- 1.3 Brampton Library recognizes that our organization and its volunteer leaders and professional staff play an important role in introducing Canadians to the privilege and opportunity of giving.
- 1.4 Brampton Library practices an approach to communications and recognition that is Donor-centered. This means that the fundamental interests and sensibilities of Donors are paramount in the design and delivery of all communications and recognition, whether written or in person. Specifically, the Library's Donor-centered communications and recognition activities adhere to the following principles:
 - Donors can expect to receive prompt acknowledgement of the gifts they make to Brampton Library;
 - Donors can expect to be informed of the specific destination of their gifts;
 - Donors can expect to receive meaningful and measurable information on their gifts at work prior to being asked to give again to Brampton Library;
 - Donors can expect to receive gift acknowledgement or information about their gifts without being solicited at the same time; and
 - Donors can designate giving to specific programs or services, though donations to general funds and/or Library-selected initiatives are preferred and most-actively solicited.

2. Recognition

- 2.1 The Donor Recognition Policy recognizes all individuals, corporations, service clubs, community organizations and philanthropic foundations that make monetary and in-kind donations to the Library as an unsolicited goodwill gesture.
- 2.2 Donor Recognition will be approved and coordinated by the Chief Executive Officer. Specific recognition activities may be delegated to the Management Team and other Library staff, as appropriate.
- 2.3 The Donor Recognition Policy does not include recognition for sponsorship, fundraising events or foundation grants that have their own individualized recognition programs.
- 2.4 Each Donor reserves the right to remain anonymous and decline public (or private) recognition at all times. In lieu of placing a name on any public listing of donations, the word "Anonymous" shall be inserted in place of the individual's name.

3. Donations

- 3.1 A professional, written, third-party appraisal must be provided by the Donor for any gifts-in-kind at the Donor's expense. The Library shall only accept In-kind donations provided the Donor acknowledges that the Library has complete discretion as to how these gifts are to be used, including but not limited to, inclusion in Library collections, in-branch display or sale. In-kind donations are not attributed a cash value for recognition purposes.
- 3.2 Donations can include outright gifts of cash, pledges, bequests, gifts of life insurance, in-kind donations and such other gift arrangements as the Board may from time to time approve.
- 3.3 For donations of \$10 or more, the Library will issue a tax receipt signed by the Chief Executive Officer or, in the CEO's absence, a Director with signing authority.

4. Named Spaces

- 4.1 The Library may receive gifts by naming Library structures, rooms, areas, stack ends, programs, etc. in honour of significant financial contributors.
- 4.2 The ultimate authority to accept or decline any naming proposal rests with the Brampton Library Board.
- 4.3 The Board will establish a written agreement with a Donor relating to a Named Space, to outline the terms and duration of the recognition.

4.4 The Board reserves the right to remove a donor's name from the Named Space should that individual or organization fail to exemplify the attributes of integrity and civic leadership, as determined by the Board.

This policy will be reviewed annually.