

Board Motion Number:	2021-14	Date of Review:	2026
Date Approved:	May 17, 2021	Chairperson's signature:	
Reference Documents:	<i>Collection Development Policy</i> <i>Canadian Library Association Position Statement on Corporate Sponsorship Agreement in Libraries</i> <i>A Donor Bill of Rights</i>		

DONATIONS, SPONSORSHIP AND FUNDRAISING POLICY

BACKGROUND

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

Oxford County Library (OCL) gratefully accepts and encourages donations, gifts, and sponsorships from individuals, groups, foundations and corporations that help to fulfil the vision, mission and strategic priorities of the library. Donations to OCL will fund enhanced and value-added services and programs, and capital enhancements which support OCL's mission and objectives.

PURPOSE

The purpose of this policy is to provide guidelines with respect to the acceptance of donations and the creation and administration of sponsorship partnerships and fundraising campaigns.

PROCEDURES

For the purpose of this policy,

Donation shall mean a gift or contribution of cash, goods, or services given voluntarily toward an event, project, program or corporate asset as a philanthropic act.

Sponsorship shall mean a gift from a corporate entity, individual or community group in support of an Oxford County Library project or event, in return for some form of recognition.

Section A: Donation Acceptance

The scope of this policy includes Donations of:

- Money
- Books and other print materials
- Audio visual materials
- Art and photographic works
- Equipment (including items for Kitchen Library, musical instruments)
- Other in-kind gifts or services

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- Property of significant value, such as real estate or securities
 - Planned gifts, such as willed donations, bequests or endowments.
1. The Library reserves the right to refuse Donations or Sponsorship opportunities which it deems inappropriate or unsuitable to the Library's mission, goals, policies, and best interests.

Due to the large volume of book Donations the Library is offered each year, it may only accept items which are in excellent condition and that fall into one of the following categories:

- Hardcover books published in past two years;
- Paperbacks published in the current year;
- Local History materials;
- Works by local authors.

The Library does not accept:

- Magazines, including *National Geographic*;
- Textbooks;
- Encyclopedias;
- VHS tapes or other superseded technologies;
- Unlicensed copies (e.g. galley proofs);
- Most computer books;
- Materials in poor condition;
- Other items as determined by the Library.

2. All Donations become the Library's exclusive property and must be of a clear and unencumbered nature.
3. The Library reserves the right to utilize Donations in the Library's best interests and maintains complete jurisdiction over the disposition and/or eventual disposal of all Donations.
4. The Library has no obligation to inform the donor of the disposition of the Donation materials, to retain intact, or to reserve special library shelving for, unsolicited gifts of private collections.
5. Financial Donations may be allocated for use at a specific branch or branches. However, donated books and other circulating materials cannot be guaranteed to remain in a particular branch location as it is a floating collection.

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6. Donated materials will not be accepted as payment for lost or damaged library materials unless it is an exact copy in pristine condition and the Library wishes to retain a copy in the collection.

Section B: Charitable Receipts

1. Upon request, official receipts will be issued to donors for income tax purposes for Donations of \$10 or more, in accordance with The Income Tax Act.
2. For accepted new gifts-in-kind or services-in-kind, an official receipt will be issued for the fair market value or invoiced price. A copy of any such invoice must be provided before a receipt can be issued. It is the donor's responsibility to provide a written appraisal from a reputable establishment for in-kind donations with a fair market value over \$1,000. Gifts-in-kind with a fair market value of less than \$1,000 need not be accompanied by a professional appraisal; however, the Library reserves the right to require an expert opinion on the value of the Donation before issuing a receipt.

Section C: Donor Research

1. All research undertaken by the Library on current and potential donors will be limited to its funding development process and no other purpose.
2. Research methods will respect the individual's right to privacy and information will only be acquired through publicly available sources.

Section D: Donor Records

1. The Library 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*), and in accordance with the *Donor Bill of Rights* (Attachment 3).
2. Donors' names and contact information will not be shared in any way with parties outside the Library.
3. Donor information may be used by the Library for ongoing communication and the solicitation of future gifts.

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Section E: Recognition of Support

1. The purpose of donor recognition is to thank donors, to encourage others to give, and to steward healthy long-term relationships between the Library and its donors. The Library will provide recognition of Donations and Sponsorship that is consistent with the applicable fundraising plan and the Donation/Sponsorship level.
2. Donor recognition programs for special fundraising initiatives, such as capital campaigns, will be developed as part of the campaigns.
3. 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 Library.
4. The Library respects the wishes of donors who wish to remain anonymous.

Section F: Naming Opportunities

1. From time to time the Library may offer the opportunity for significant philanthropic investment in the library infrastructure to ensure the sustainability of excellent library service in the community. The Library Board has the authority to recognize significant contributions by naming library services or branch components in honour of its benefactors.
2. Naming Opportunities should be considered and identified during the formulation of all capital fundraising programs. A list of components or rooms available for naming should be established before the campaign begins. The Library reserves the right to limit the duration of the Naming Opportunity.
3. A request for a Naming Opportunity must be submitted in writing to the Board. The Board reserves the right to refuse a naming request.
4. Naming Opportunities are subject to funding agreements that satisfy specific donation levels deemed appropriate to the project costs and arrangements for payment.
5. The Library reserves the right to remove a donor's name should that individual or organization fail to exemplify the attributes of integrity and civic leadership expected of this honour.

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Section G: Sponsorships

1. A Sponsorship is a mutually beneficial exchange between the Library and an outside organization, business, or individual, in which an external party makes a contribution of cash or in-kind goods or services to the Library in exchange for recognition, acknowledgements or other considerations. Sponsors receive a benefit of reciprocal value in return for their contribution. Tax receipts are not issued to sponsors.
2. The CEO or designate will determine whether the Library will enter into a Sponsorship, and reserves the right to refuse or terminate any Sponsorship they deem inappropriate or unsuitable to the Library's mission, goals, policies, or best interests or that represent a conflict of interest for the County of Oxford. Sponsorship opportunities will be entertained only with companies whose products are legal for children.
3. The Sponsor must have no impact on the policies, practices and priorities of the Library.
4. Sponsorships do not imply endorsement of products by the Library.
5. Where the sponsorship agreement limits the Library's ability to enter into other sponsorships, such an agreement shall clearly define the nature, extent, and time frame of the exclusivity.
6. Sponsorships cannot be made conditional on Library performance measures.
7. Any public use of the name or logo of the Library, affiliated organizations, branches, services and programs must be approved by the CEO or designate.
8. A Sponsorship agreement will neither give unfair advantage to nor cause discrimination against any sector(s) of the community.

Section H: Third-Party Fundraising

1. A written application must be submitted to the CEO by all potential third-party fundraising groups. The CEO may refer any application to the Library Board.
2. All successful applicants must complete a Fundraising Event Agreement, releasing Oxford County Library from all liability connected with the event.

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3. The fundraising event must adhere to all policies of Oxford County Library and the County of Oxford.
4. The Library reserves the right to refuse an application or cancel a third-party agreement at any time.