



## **Board Policy**

### **Donations and Corporate Sponsorship**

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##### **Purpose**

The purpose of this policy is to define the terms and conditions for the acceptance of donations such as: gifts of print or non-print materials, funds for the purchase of print or non-print material, donation of land, facility enhancement and / or corporate sponsorship.

##### **Overview**

The Vancouver Island Regional Library acknowledges the importance of gifts, donations, partnerships and sponsorships and welcomes individuals, foundations, corporations and community groups to provide enhancements to the existing programs and services available at our libraries. This support ensures that Vancouver Island Regional Library remains an innovator and exceptional provider of information, lifelong learning and leisure pursuits for the members of the library.

The Board of the Vancouver Island Regional Library is committed to the highest ethical standards of philanthropy and development and reserves the right to decline any gift that is deemed not to be in the best interest of the Library or that is beyond our resources to manage.

Vancouver Island Regional Library is a registered charity and as such is bound by the gift giving and charitable receipting policies and guidelines issued by the Charities Directorate branch of the Canada Revenue Agency. Each donation is considered on its own merits and the possibility of a receipt being issued may be limited if the donor is considered to be receiving a benefit or if the value of a donation cannot be verified with certainty. Vancouver Island Regional Library in its sole discretion will determine the value of any receipt to be issued and / or if a receipt is to be issued at all.

Partnership and or sponsorship is a mutually beneficial exchange between Vancouver Island Regional Library and an external organization whereby a partner or sponsor contributes funds or pre-approved products to Vancouver Island Regional Library in return for recognition, acknowledgement or other promotional consideration.



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#### **Conditions for Accepting Donations, Partners or Sponsors**

In accepting donations, developing partnership or sponsorship arrangements the Vancouver Island Regional Library will:

- Ensure that the Board's mission, vision and values are supported, and the strategic plan is furthered, but the donation, partnership or sponsor will not drive the library's agenda or priorities.
- Safeguard equity of access to library services.
- Protect the principle of intellectual freedom and not permit undue influence to the selection of collections or staff advice and recommendation about materials, nor require endorsement or products or services.
- Ensure donors are aware that donated materials which are not needed for the collection may be sold for the benefit of the Vancouver Island Regional Library.
- Retain unconditional ownership of the donation.
- Make the final decision on the use or disposition of the donation.
- Reserve the right to decide the conditions of display, housing, access to the materials and branch if one is not specified.
- Ensure the confidentiality of user records by not selling or providing access to Vancouver Island Regional Library records.
- Be sensitive to local political and social climate and select partners and sponsors who will enhance VIRL's image in the community.
- Ensure that the acceptance of a sponsorship will take the form of a written partnership agreement signed by both Vancouver Island Regional Library and the sponsor. The written agreement will define the terms of sponsorship and any recognition to be provided to the sponsor.
- Issue receipts consistent with Charities Directorate Guidelines only where values can be determined in excess of \$10.00 using appropriate methods of valuation.



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- Accept donations bequests or sponsorship with conditions attached, if the conditions are acceptable to the Board.

### **Donor Protection and Confidentiality**

Vancouver Island Regional Library considers and protects the donor's rights and interests. VIRL will practice full disclosure, guarantee against undue influence and maintain its fiduciary responsibility in all dealings with donors, partners or sponsors. All donation transactions are confidential and can only be related with the expressed written permission of the donor or the donor's legal representative.

### **Planned Gifts**

Acceptable planned gifts may include:

- Bequests
- Life insurance
- Property
- Cash
- Securities
- Annuities
- Memorial gifts

Vancouver Island Regional Library may accept planned gifts which support the mission, vision and strategic objectives of the library.

Vancouver Island Regional Library reserves the right to refuse any planned gift which is deemed to be not in the best interests of the library.

Where no direction is given in a Will, Vancouver Island Regional Library will determine the appropriate use of the funds or assets received.



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#### Donor Recognition

Donation	Donation Title	Reward and Recognition
\$10.00 to \$99.99	VIRL Donor	<ul style="list-style-type: none"> <li>• VIRL donor decal</li> <li>• Tax receipt</li> <li>• Letter of thanks – if received by mail</li> <li>• Book plate on donated books</li> </ul>
\$100 to \$999	VIRL Bronze Donor	<ul style="list-style-type: none"> <li>• VIRL donor pin</li> <li>• Certificate of thanks</li> <li>• VIRL donor decal</li> <li>• Letter of thanks from Executive Director, with tax receipt</li> <li>• If recognizing a deceased person, copy of letter of thanks to the family</li> <li>• Book plate on donated books</li> <li>• Laminated label on donated furniture or equipment</li> </ul>
\$1,000 to \$4,999	VIRL Silver Donor	<ul style="list-style-type: none"> <li>• VIRL donor pin</li> <li>• Simply framed certificate of thanks</li> <li>• VIRL donor decal</li> <li>• Letter of thanks from Executive Director, with tax receipt</li> <li>• If recognizing a deceased person, copy of letter of thanks to the family</li> <li>• Book plate on donated books</li> <li>• Laminated label on donated furniture or equipment</li> <li>• Acknowledgement in VIRL Annual Report</li> </ul>
\$5,000 to \$9,999	VIRL Gold Donor	<ul style="list-style-type: none"> <li>• VIRL donor pin</li> <li>• Mid-quality framed certificate of thanks</li> <li>• VIRL donor decal</li> <li>• Letter of thanks from Executive Director, with tax receipt</li> <li>• If recognizing a deceased person, copy of letter of thanks to the family</li> <li>• Book plate on donated books</li> <li>• Laminated label on donated furniture or equipment</li> <li>• Acknowledgement in VIRL Annual Report</li> </ul>



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Donation	Donation Title	Reward and Recognition
\$10,000 to \$19,999	VIRL Platinum Donor	<ul style="list-style-type: none"> <li>• VIRL donor pin</li> <li>• High quality framed certificate of thanks</li> <li>• VIRL donor decal</li> <li>• Letter of thanks from Board Chair, with tax receipt</li> <li>• If recognizing a deceased person, copy of letter of thanks to the family</li> <li>• Book plate on donated books</li> <li>• Plaque on wall of appropriate branch</li> <li>• Photo opportunity</li> <li>• Acknowledgement in VIRL Annual Report</li> <li>• Acknowledgement on VIRL Website for six months</li> </ul>
\$20,000 and up	VIRL Sponsor	<ul style="list-style-type: none"> <li>• VIRL donor pin</li> <li>• High quality framed certificate of thanks</li> <li>• VIRL donor decal</li> <li>• Letter of thanks from Board Chair, with tax receipt</li> <li>• If recognizing a deceased person, copy of letter of thanks to the family</li> <li>• Book plate on donated books</li> <li>• Plaque on wall of appropriate branch</li> <li>• Reproduction of plaque for sponsor</li> <li>• Photo opportunity</li> <li>• Acknowledgement in VIRL Annual Report</li> <li>• Acknowledgement on VIRL Website for one year</li> </ul>

The Vancouver Island Regional Library endorses the *Position Statement on Corporate Sponsorship Agreement in Libraries* of the Canadian Library Association, which states:

*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.*



## Board Policy Donations and Corporate Sponsorship

*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.*

***Approved by the Executive Council of the  
Canadian Library Association, June 21, 1997***