



OXFORD COUNTY LIBRARY OPERATIONAL POLICY MANUAL

Board Motion Number:		Date of Review:	2022
Date Approved:	April 16, 2018	Chairperson's signature:	

Donations, Sponsorship and Fundraising

BACKGROUND

Oxford County Public Library is a registered charity and follows all relevant rules and regulations of the Canada Revenue Agency (CRA). The basis of this policy incorporates best practices as established by the Association of Fundraising Professionals and the Canadian Library Association.

PURPOSE

Oxford County Library welcomes and encourages donations, gifts and sponsorship from individuals, groups, foundations and corporations for the purpose of enhancing the services of the library system.

The Library operates in accordance with its mission, values, and strategic goals.

PROCEDURES

Section A: Gifts (Donation) Acceptance

1. The Library reserves the right to refuse gifts, donations or sponsorship opportunities which it deems inappropriate or unsuitable to the Library's mission, goals, policies and best interests.
2. All gifts and donations become the Library's exclusive property and must be of a clear and unencumbered nature.
3. The Library reserves the right to utilize gifts and donations in the Library's best interests and maintains complete jurisdiction over the disposition and/or eventual disposal of all gifts and donations.
4. Donations may be allocated for use at a specific branch or branches.
5. As a rule, donated materials will not be accepted as payment for lost or damaged library materials or fees.

Section B: Charitable Receipts

1. Upon request, official receipts will be issued to donors for income tax purposes for gifts of \$10 or more, in accordance with the Income Tax Act.



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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 \$900. Gifts in-kind with a fair market value of less than \$900 need not be accompanied by a professional appraisal; however, the Library reserves the right to require an expert opinion on the value of the gift 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* (Appendix B).
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.

Section E: Donor Recognition

1. The Library will maintain a donor recognition program in support of its Donations, Sponsorship and Fundraising Policy. The purpose of the donor recognition program is to thank donors, to encourage others to give, and to steward healthy long-term relationships between the Library and its donors.
2. Donor recognition programs for special fundraising initiatives, such as capital campaigns, will be developed as part of the campaigns.
3. 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



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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. The Library reserves the right to limit the duration of the Naming Opportunity.

2. Naming Opportunities should be considered during the formulation of all capital fundraising campaigns. A list of components or rooms available for naming should be established before the campaign begins.
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.

Section G: Sponsorships

1. A sponsorship is a mutually beneficial exchange between the Library and an outside organization or business, 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, is responsible for determining whether the Library will enter into a sponsorship. The CEO, or designate, reserves the right to refuse or terminate any sponsorship they deem inappropriate or unsuitable to the Library's mission, goals, policies and 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 and practices of the Library.
4. Sponsorships do not imply endorsement of products by the Library.
5. Sponsorships cannot be made conditional on Library performance outcomes.
6. Any public use of the name and/or logo of the Library must be approved by the CEO, or designate.
7. The sponsor will receive a benefits package and level of recognition that is



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commensurate with the value of its contribution.

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 applicants must complete a Fundraising Event Agreement, releasing Oxford County Library from any liability connected with the event.
3. The fundraising event must adhere to all policies of Oxford County Library.
4. The Library reserves the right to refuse an application or cancel a third-party agreement, including during an event.