

## **FUNDRAISING POLICY (approved by Board June 16, 2003)**

Oxford County Library, (Charitable Registration Number 0782094-50), adheres to the following policies in its fundraising activities:

### **A. PURPOSE**

Oxford County Library actively encourages individuals, the business community, service clubs, and other organizations to become donors or sponsors. The Library welcomes gifts of money, books, materials, services, and other items that assist the Library in its delivery of service to the public.

### **B. USE OF FUNDS**

All donations will be used to further the mission and purposes of the Library at the discretion of the Library Board.

All designated donations will be used for the purposes for which they are given. Alternative uses will be negotiated with the donor if necessary due to program or organizational changes.

### **C. ACCEPTANCE**

The Library reserves the right to refuse gifts which it deems inappropriate or unsuitable to the Library's mission, goals, and policies.

Oxford County Library reserves the right to refuse all gifts, monetary or in-kind, that have conditions on their use. Offers of such gifts must be referred to the Chief Librarian, and may be referred to the Library Board.

All gifts become the exclusive property of Oxford County Library, to be utilized in the best interests of the Library. The Library maintains complete jurisdiction over the disposition and/or disposal of all gifts.

### **D. OFFICIAL TAX RECEIPTS**

Official receipts will be issued to donors for income tax purposes, for monetary gifts of \$10 or more, unless the donor stipulates they do not wish a receipt.

Official receipts will be issued for used gifts-in-kind if:

- a) the value of the gift exceeds \$100 and the donor provides a written appraisal of the gift's worth by an acknowledged expert in the appropriate field; OR
- b) the gift-in-kind has been solicited by the Library.

Official receipts will be issued for new gifts-in-kind or services-in-kind for the fair market value or invoiced price. A copy of any such invoice must be provided before a receipt can be issued.

### **E. DONOR RECORDS**

Oxford County Library will maintain records of all donors. The information contained in these records will be confidential unless the donor has agreed otherwise. Donor lists may be used by Oxford County Library for ongoing communication and the solicitation of future gifts. All research on established and potential donors will be confined to the cultivation and solicitation process.

### **F. DONOR RECOGNITION**

Gifts will be given formal acknowledgment, according to established guidelines and the Recognition Program as approved by the Library Board.

All fundraising projects and programs which will result in donor recognition must be approved by the Library Board.

Donors will be given the option of anonymity.

Publicity about gifts may be considered, with the agreement of the Library and the donor(s).

## **G. NAMING OPPORTUNITIES**

A request for a naming opportunity must be submitted in writing to the Board.

All naming opportunities must be approved by the Board.

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.

Naming opportunities will be considered if the size of the donation meets or exceeds established levels.

The donation should represent a substantial portion of the actual costs of that component. It may be reasonable in some situations to expect 100% funding for naming to occur.

The Library reserves the right to dictate signage.

The Library reserves the right to refuse a naming request.

The naming opportunity may be limited to a specified period of time, after which time, the room or component would become available for re-naming.

Naming must be sensitive to the community. The size of donation must not be the only consideration.

## **H. SPONSORSHIPS**

A sponsorship is a mutually beneficial exchange. The sponsor receives a benefit of reciprocal value in return for providing cash, products, or services in kind to the Library. Official receipts are not issued for sponsorships.

The Library reserves the right to refuse any sponsorship offer deemed to be inappropriate or unsuitable to the objectives of the Library.

The Sponsor shall have no influence on the policies and practices of the Library.

Any sponsorship exclusivity must be clearly defined as to nature and extent.

Sponsorship agreements valued at \$1,000 or less shall be approved by the Chief Librarian.

Sponsorship agreements valued at over \$1,000 shall be presented to the Library Board for approval.

Acceptance will take the form of a written agreement signed by representatives of the sponsoring organization and authorized representatives from the Library.

The Library reserves the right to terminate an existing sponsorship should conditions arise during the life of the sponsorship that result in it conflicting with Library policy or no longer supporting the best interests of the library.

## **I. THIRD-PARTY FUNDRAISING**

- 1) A written application must be submitted by all potential third-party fundraising groups. The Chief Librarian may refer any application to the Library Board.
- 2) All applicants must complete and sign a Fundraising Event Agreement, releasing Oxford County Library from any liability connected with the fundraising event.
- 3) The fundraising event must adhere to all policies of Oxford County Library.
- 4) The fundraising group must include its official name on all advertisements. Permission to use the name or logo of the Library must be obtained beforehand.
- 5) The Library reserves the right to refuse an application or cancel an application, including during an event.