

## **Policy: Fundraising - Partnerships and Sponsorship**

**Department: Library**

**Effective Date: September 2017**

**Revision Date:**

**Next Year of Review: 2019**

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The Bruce County Public Library welcomes a broad base of support from various sources including the business community, to fulfill its mission. This policy sets out the requirements for business partnerships and sponsorships.

### **Section 1: Terms of Acceptance**

1. The library negotiates partnerships with, and accepts support from, the business community in ways that will benefit and recognize the supporting companies while enabling the library to better achieve its mission without compromising its principles. The library recognizes that companies support the library not only out of a desire to be good community members, but also with a hope of a return or benefit to the company.
2. Bruce County Public Library does not accept any cash or gift of property, pledge of support or non-cash gift or services, or enter into any partnership with any company or other organization that produces goods or services that may be considered harmful or illegal for certain members of the community.
3. The library does not accept any kind of support from any company or organization that, in the judgment of the library, exploits certain members of the community in its product lines, advertising, marketing, and workforce or in any other way.
4. The library at all times maintains an independent position on issues and concerns.
5. The library accepts support for collections, programs and services only when the content is to be determined by the library.
6. The library does not accept any support that implies or requires endorsements of products.
7. Acceptance of corporation support will take the form of a written agreement signed by representatives of the sponsoring organization and authorized representatives of the library. This agreement will define the terms of the sponsorship and any recognition to be provided to the sponsor.
8. The library board reserves the right to terminate an existing sponsorship should conditions arise during the life of the sponsorship that result in it conflicting with this policy or that sponsorship no longer supports the best interests of the library.

9. The right to refuse and/or terminate corporate contributions extends to support of third party fundraising for which the proceeds are designated to benefit the library.
10. The Library will ensure that the confidentiality of its records is maintained and will not sell or provide access to customer records in accordance with applicable Library policies and legislation.
11. Sponsorships agreements valued at \$25,000 or more shall be presented to the Library Board for approval. Sponsorship agreements valued at less than \$25,000 may be approved by the CEO and will be reported to the Board.
12. The Library may approve special fundraising ventures which it deems suitable in fulfilling its mission, values, goals and objectives, and which will not compromise the Library's public image. All funds raised will be used for the stated purposes and established priorities of the fundraising program as determined by the Library.
13. Use of funds raised and fundraising operating expenses will be in accordance with Revenue Canada Taxation guidelines and every effort will be made to maximize dollars raised in relationship to dollars spent.

## **Section 2: Recognition of Support**

1. Recognition for major corporate support will be developed in cooperation with the corporate donors and will be consistent with the level of support and the library's mission and purpose and will be meaningful for both the supporting companies and the library.
2. The library's intangible intellectual assets, including its name and likeness, will be protected at all times. Corporate partners will not be permitted to use the library's name for commercial purposes or in connection with the promotion of any product.
3. Official receipts for tax purposes will be issued as appropriate and according to CRA guidelines.
4. Donor recognition programs for special fundraising initiatives, such as a capital campaigns, will be developed as a part of the campaigns.
5. The formal recognition of government grants or corporate partners in library programs and/or services is normally dictated by the terms of the grant or agreement and may include the inclusion of government or partners' logos in print or electronic publications relating to the grant or agreement.
6. The Library will also respect the wishes of any donors wishing to remain anonymous.
7. All records pertaining to established and potential donors will be held confidentially and in accordance with relevant legislation and Library policies.

## **Section 3: CLA Policy Endorsement**

1. The library board endorses the Canadian Library Association's Position Statement: Corporate Sponsorship agreement in Libraries as approved June 1997.

### **Related Documents:**

Bruce County Public Library, OP Collection Development Policy