

Section		Governance and Administration		Section # :	1 . 0 . 0
Sub-Section:		Finances		Sub-Section # :	1 . 4 . 0
Topic		Fundraising		Policy # :	1 . 4 . 5

Background

The Library Board gratefully accepts and encourages donations, gifts and sponsorships from individuals, groups, foundations and corporations, for the purpose of enhancing library services, subject to this policy. The Library invites individuals, the business community, service clubs and other organizations to become donors and/or sponsors of Library events, programs and services, which will benefit the community by allowing the Library to increase the level of service it can provide to its residents.

As a guiding principle the proceeds from fundraising endeavours shall be used to support enhanced library services that are over and above basic library expenditures. As such, donations and sponsorships will not be used to fund such fundamental expenditures as base wages, overhead, and base collection purchases.

The Library, in all its fundraising practices, will maintain its reputation for open, honest and transparent reporting involving the raising, investment and disbursement of donated funds. All fundraising revenue will be submitted to the Treasurer for deposit.

Only those fundraising endeavours that benefit the public library system shall be held in library facilities. Exceptions may be made in unique cases by resolution of the Board.

If presented with a fundraising proposal, the CEO/Chief Librarian shall determine what type of fundraising policy applies and then shall proceed accordingly. Other applicable fundraising policies include: Causeway Treasure Trove and Ennismore Community Thrift Shop (1.4.6), and Renewed Classic (1.4.7).

Book & Merchandise Sales

Policy

Book sales shall be supported by the Board and staff, and utilized as primary fundraisers in support of enhanced library services in the Selwyn Public Library. When deemed necessary or appropriate, merchandise sales will be used to supplement fundraising activities.

Procedure

1. Materials that are deemed to be surplus (unnecessarily duplicated, obsolete, damaged, worn out, or no longer necessary) by the respective librarians shall be compiled and used in event-based book sales as well as the ongoing book sales shelves that exist at each branch.
2. Branch librarians are encouraged to recruit and train volunteers to assist with event-based book sales and to assist with the maintenance of book sale shelves at each branch.
3. There are no set fees per book or unit, all sales are by donation.
4. Merchandise will have a predetermined fee associated with each item.
5. Gross receipts from the sale shall be submitted by the respective branch librarian, at their earliest convenience, after the completion of the sale and put forward for deposit as part of the approved operational procedures.

6. An annual estimated revenue amount for book and/or merchandise sales shall be included in the Board approved budget.
7. Expenditures required in the direct support of event-based book and/or merchandise sales shall be included in the Board approved budget as an annual estimated expense amount.
8. Book and/or merchandise sales shall be promoted through signage in library branches, newsletters, social media, and within community settings at the discretion of the staff.
9. Items that do not sell in our book sales shall be examined by branch librarians and at their discretion, will either be retained for a future sale, donated to an outside organization, or recycled.

Gifts

For income tax purposes, a gift is defined as a voluntary transfer of property to the Library made without any expectation of benefit, excluding a tax receipt where applicable, accruing to the donor or anyone designated by the donor. Gifts may include money, bequests, endowments or gifts of personal property, art, books, and in-kind gifts and services. All gifts become the exclusive property of the Library, and must be of a clear and unencumbered nature.

Procedure: Donation Acceptance and Disposition

1. The Treasurer for the Board shall adhere to the Gifts rules and regulations as established from time to time by the Canadian Customs and Revenue Agency.
2. Gifts of money shall receive an official receipt for income tax purposes, appropriately endorsed by the Treasurer.
3. New and unused items that are presented as gifts, and require an official receipt for income tax purposes, shall be accompanied by a sales receipt stating the full value.
4. Where a sales receipt is not available and/or the item to be donated is used, a valuation by an independent appraiser may be required and such appraisal shall be at the cost of the donor.
5. The acceptance of any gift, other than money, shall be at the discretion of the Library Board.
6. All gifts, other than money, shall be recorded in the Gift Registry attached to this policy. The registry will be reviewed biannually by the CEO/Chief Librarian, followed by a report to the board.
7. The Library reserves the right to use the donation in the best interest of the Library and maintains complete jurisdiction over the disposition and/or eventual disposal of all donations. The Library is under no obligation to inform the donor of the disposition of the donation or donated property.
8. Should any additional funds result from the disposal of gifted items outlined in procedure 7, they shall be deposited as part of the approved operational procedures.
9. It is expressly understood that materials donated for library book sales do not qualify for official receipts and such materials are excluded from this policy.

Gift Recognition:

The Library will formally recognize gifts through a letter from the CEO/Chief Librarian, to be sent in conjunction with official tax receipts, where applicable.

Attachment:

Gift Registry

Special Events

Only special fundraising events that benefit the public library system shall be allowed in library facilities. Exceptions may be made in unique cases by resolution of the Board.

All fundraising proposals will be presented to the CEO/Chief Librarian to determine what type of fundraising policy applies.

1. The proposal shall include sufficient detail to answer the following questions:
 - i) person or firm responsible for the proposal, including sufficient contact information
 - ii) date(s) for completion of fundraising proposal
 - iii) expected financial goal
 - iv) promotions and publicity plan
 - v) budget for expenses
 - vi) opportunity for volunteer engagement (if any)
 - vii) tie-in to the strategic plan of the Library
 - viii) expected Board or staff involvement (if any)
2. All proposals presented to the Board shall include feedback from staff and a recommendation for Board discussion. Motions shall be recorded by resolution of the Board.
3. Upon completion, a wrap up report of the fundraising endeavour shall be placed on the agenda for Board information and direction on appropriate recognition.
4. As part of the annual budgeting process, all estimated fundraising endeavours shall be disclosed, in such a manner and form as developed from time to time, such that the enhanced library services that they support are adequately described.
5. No gaming or games of chance, including bingo and lotteries, are permitted.

Related Policies: Partnerships 5.1

Sponsorships

A sponsorship is a mutually beneficial business exchange between the Library and an external organization (hereinafter the sponsor) whereby the sponsor contributes funds, products or in-kind services to the Library, in return for recognition, acknowledgement or other promotional considerations. Sponsorships involve an association between the sponsor and the Library and/or the specific program, event, service or activity being sponsored.

Procedure:

1. When presented with a sponsorship proposal the CEO/Librarian shall ensure that the following information is provided.

- i) Person or firm responsible for the proposal, including sufficient contact information,
 - ii) date(s) for proposed sponsorship,
 - iii) expected contribution (financial or other),
 - iv) promotions and publicity plan,
 - v) opportunity for volunteer engagement (if any),
 - vi) tie-in to the strategic plan of the Library, and
 - vii) expected staff or Board involvement (if any).
2. A copy of the proposal shall be presented to the CEO/Chief Librarian, who, under the direction of the Board, shall determine if the sponsorship proposal is truly a mutually beneficial exchange and allows the Library's attainment of its strategic plan.
 3. A written response shall be provided to every proposal. A copy of the response shall be placed on the agenda of the next regular Board meeting and received for information through resolution of the Board.
 4. In exchange for approved sponsorships, the library shall allow the placement of discreet signage at the respective library event, program or service. In addition, the sponsor's logo or identifying mark may be considered for use in promotional purposes on social media and the library website.
 5. The Board conveys to the CEO/Librarian, the right to refuse any sponsorship that they may deem inappropriate or unsuitable to the Board attaining its missions and goals.

History:			
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