



**POLICY NAME:** **DONOR RECOGNITION**

**APPROVED:** **October 28, 2004**

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**Effective Date**

January 1, 2005

**Policy Objective**

The donor recognition policy is intended to:

- ◆ cultivate existing donors encouraging them to reach higher levels of giving
- ◆ attract new donors by creating awareness and interest in the Library and its priorities
- ◆ create and nurture positive relationships with donors
- ◆ establish accountability, which illustrates to donors how their contributions assist the Library in achieving its objectives and goals
- ◆ introduce a standardized approach for donor recognition and stewardship within a co-ordinated and centralized framework

**Underlying Principles**

The Toronto Public Library Foundation has established a donor recognition and stewardship program that encourages donor participation and a sense of belonging – important components of the relationship-building process. Establishing and nurturing relationships is a process that requires careful attention to the donors' interests.

**Policy Statement**

Donor recognition thanks and honours donors publicly, encourages others, and creates a community spirit. Effective donor recognition ensures that those who contribute financially to Toronto Public Library Foundation receive recognition that is warm, appropriate, equitable, and consistent.



Recognition may include any or all of the following elements: token appreciation gift; plaques; listing on donor walls, in print materials or on the web-site; bookplates; media releases; special library cards; invitations to events; special mailings or newsletter subscriptions. Categories of recognition have been established based on levels of giving as delineated in the Specific Directives section.

The policy respects and observes a donor's wish for anonymity in lieu of public recognition.

Special requests for recognition by donors will be presented to the Toronto Public Library Foundation for review. Final approval will be granted by the Foundation and the Library Board. Naming opportunities for gifts received in excess of \$250,000 will be subject to final approval by the Foundation and Library boards.

Recognition will be cost-effective and will not exceed 2% of gift value or 1% for major gifts over \$500,000 to establish a level of consistency and will be paid for out of the gift. The cost to display all forms of recognition will be determined by the Toronto Public Library Foundation. Costs relating to exterior building signage shall be determined jointly by the Foundation and the Toronto Public Library.

## **Scope**

This policy applies to all gifts received by the Toronto Public Library Foundation.

## **Application**

This policy applies to recognition of gifts received from individuals, corporations, foundations, service clubs and other community organizations.

## **Specific Directives**

Details of category specific elements of recognition are provided in Appendix I.

**Definition:** **Donors** are individuals, foundations, corporations, associations, or entities that provide funds or gifts-in-kind to the Toronto Public Library Foundation in support of the good works of the Library.



## **Accountability**

This policy is to be administered by the Toronto Public Library Foundation. All recognition of donations to the Toronto Public Library Foundation must conform to these policies.

## **Appendices**

Appendix I: Donor Recognition Chart