



POLICY NAME: DONOR RECOGNITION POLICY
APPROVED: May 25, 2006
REVISED: January 30, 2014

Effective Date
January 30, 2014

Policy Objective

The donor recognition policy is intended to:

- ◆ introduce a standardized approach for donor recognition and stewardship within a coordinated and centralized framework
- ◆ create and nurture positive relationships with donors
- ◆ respect and observe a donor's wish for anonymity in lieu of public recognition
- ◆ cultivate existing donors encouraging them to reach higher levels of giving
- ◆ attract new donors by creating awareness for and interest in supporting the Toronto Public Library.

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 donors' expectations and interests.

Policy Statement

Effective donor stewardship ensures that those who contribute financially to Toronto Public Library Foundation receive recognition that is warm, appropriate, equitable, and consistent with benefits commensurate with their level of giving. Donor recognition celebrates donors publicly, encourages others to give, and contributes to the development of community spirit among Library supporters.

Recognition is a component of effective donor stewardship and may include any or all of the following elements: listing on plaques and/or donor walls, in print materials or on the web-site; media releases; special library cards; invitations to events; special mailings or newsletter subscriptions.

**Scope**

This policy applies to all gifts received by the Toronto Public Library Foundation, annual and capital, as well as a donor's cumulative giving.

Gifts are recognized at the receipt amount and not the realized value of the gift.

This policy applies to recognition of gifts received from individuals, estates, corporations, foundations, service clubs and other community organizations but does not cover benefits received as a result of sponsorship agreements; those benefits are covered by the Library's Sponsorship Policy.

Application

Categories of recognition have been established based on levels of giving as delineated in Appendix 1: Donor Recognition Chart.

Special requests for recognition, not outlined in this policy, will be reviewed by the Toronto Public Library Foundation. Final approval will be granted by the Foundation and, as applicable, the Library Board. Any naming opportunities will be subject to the terms of the Library's Naming Policy.

Major Capital Campaigns will have a dedicated donor program consistent with this policy (though the category names may be different). Any deviation from this policy will be brought forward to the Foundation Board and, as applicable, the Library Board, for approval.

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. Design and installation relating to exterior and interior signage shall be determined jointly by the Foundation and the Toronto Public Library.

Accountability

This policy is to be administered by the Toronto Public Library Foundation. Recognition of gifts to the Toronto Public Library Foundation must conform to this policy.



Definitions

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

Donor Recognition is the policy and practice of providing a public expression of appreciation to a donor whether through a published list of donors, or another appropriate public vehicle.

A **Gift** is cash or other property voluntarily given to a charity without any expectation of return or compensation on the part of the donor.

Stewardship is a process whereby an organization seeks to be worthy of continued philanthropic support, including the acknowledgment of gifts, donor recognition, the honoring of donor intent, prudent investment of gifts, and the effective and efficient use of funds to further the mission of the organization and reporting back to the donor.

Appendices

Appendix I: Donor Recognition Chart