



## MANAGEMENT REPORT

Date: July 18, 2017  
Author: Sandra Singh, Chief Librarian  
VanDocs#: DOC/2017/227047  
Meeting Date: July 26, 2017

TO: Library Board  
FROM: Sandra Singh, Chief Librarian  
**SUBJECT: Donor Recognition Policy**

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### **SUMMARY**

This report presents revisions to the currently approved Donor Recognition Policy to better clarify the Board's original intent from the previous review.

### **PURPOSE**

This report is for decision.

### **RECOMMENDATION**

That the Board approve the revised Donor Recognition Policy.

### **POLICY**

The Board's existing Donor Recognition Policy is available at <http://www.vpl.ca/policy/donor-recognition-policy>.

### **STRATEGIC ASSESSMENT**

Philanthropy represents a significant opportunity for the VPL to extend its reach and effectiveness in the community.

### **BACKGROUND**

While it is essential that a public library's core operations remain publicly funded, increasingly Canadian libraries are looking to philanthropy to enable them to extend and amplify their

services beyond what they are able to accomplish with public funding alone. In VPL's case, many years of cost reductions to balance the budget is resulting in increasingly diminished capacity to respond to emerging service demands. The Library must look to new sources of revenue to assist in reaching impact aspirations. Given the Library Act significantly and appropriately limits what public library services may require a fee for use, philanthropy remains the most significant opportunity for the library.

The Library Board's existing Donor Recognition Policy provides broad policy framework for donor recognition at VPL, guiding VPL staff in their support of and partnership with the VPL Foundation Board and staff. The Policy allows for the philanthropic naming of library service spaces and new or replacement buildings, but does not allow for philanthropic re-naming of existing buildings. Most recently the Foundation has requested the Board reconsider its policy regarding the re-naming of existing library branches, including the Central Library. They noted that such opportunities are meaningful for the philanthropic community and could result in significant benefits to VPL, allowing for extensive service enhancements and amplification of impact and benefit. After significant consideration, the Board determined to not make revisions to the Policy regarding re-naming of existing branches.

## **DISCUSSION**

During the previous discussions of the Donor Recognition Policy, it was clear that the intent of the section was branch naming and not outside space naming. It came to light recently that the wording in the section is misleading as to the Board's true intentions to focus on branch naming. Accordingly, the attached revisions to the Donor Recognition Policy reflect that the section only deals with branch naming, leaving other sections in the Policy to deal with spaces.

As revisions to clarify the Policy are being considered, a further clarification is requested around program naming that better reflects VPL's intention and practice.

## **FINANCIAL IMPLICATIONS**

The VPL Board requested that the VPL Foundation raise \$12 million for the revitalization of the Central Library and has noted in the past it is looking forward to the ongoing fundraising efforts of the Foundation beyond the capital campaign.

## **FINAL REMARKS**

The regular review of Board policies is an important governance activity for the Board and it is important that the true intent of the Board is reflected in its policies.

# BOARD POLICY

<b>SUBJECT: Donor Recognition</b>		
<b>CATEGORY: Community Relations</b>	<b>POLICY CODE: VPL-BD-CR-002-2016</b>	

## Objective

This policy outlines the Library's position regarding the recognition of private philanthropy and corporate support to supplement government core funding and to assist the Library to fulfill its mission and enhance the events, programs, activities, and services that the Library offers to the community.

## Scope

This policy applies to all staff responsible for recognizing private donors and sponsors, as well as staff involved in the issuing of tax receipts and letters of appreciation.

## Definitions

**Sponsorship:** 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 programme, event, service or activity being sponsored. Tax receipts are not issued for funds, products or in-kind services made to the Library.

**Philanthropic Gift or Donation:** An arrangement where a donor contributes cash and/or in-kind goods or services to the Library, the VPL Foundation or the Friends of Vancouver Public Library without expectation or requirement of a reciprocal benefit. While most donors expect some form of recognition as a result of their gift, the recognition is marginal in value relative to the value of the gift as defined by the Canada Revenue Agency.

## Policy Statements

### **1 Donor Recognition**

All donations will receive a tax receipt and all donations over \$25 will receive a letter of thanks. Further, all gifts over \$250 will receive name recognition in the Library's Annual Report. Additional recognition, where feasible and appropriate, will be associated with, but not necessarily limited to the service, collection, or area appropriate to the gift. VPL staff will work with VPL Foundation to create a thoughtful and appropriate recognition plan for gifts of \$20,000 or greater. Staff will also review previous donations and recognitions when considering recognition plans for new gifts.

Recognition of significant in-kind gifts may utilize most of the same recognition vehicles which we have designed to recognize monetary gifts.

Publicity of donations may also be considered, with the concurrence of the Library and/or the VPL Foundation or the Friends of VPL and the donor(s).

## **2 Corporate Logos**

Given that Library buildings and the Library website are non-commercial public spaces, corporate naming, not logos, will be used in permanent recognition honouring corporate donors, for example, named rooms, named funds, or named collections.

## **3 Major Gifts - Recognition Opportunities**

There are a number of recognition possibilities available to individuals, foundations or corporations to honour substantial gifts made to benefit Vancouver Public Library. These opportunities range according to the size of the gift, and can include:

- Recognition as a generous benefactor at VPL and VPL Foundation events
- Photo opportunities, including cheque presentations
- Photos, articles and videos on VPL Foundation website
- Public thanks on VPL and VPLF social media including Facebook and Twitter
- News releases to local and national media highlighting donor's contributions
- Recognition on library branch donor walls
- Establishment of a Named fund

Depending on the size and nature of the gift, recognition options may include naming of rooms or space within a VPL branch. Donors receiving such opportunities will have the choice of a) honouring a leading community figure or local hero, or b) requesting that either they or another individual or organization of their choice be recognized. Naming opportunities do not extend beyond the useful life of the equipment, materials, spaces or facilities where they are located, unless otherwise specified in a gift agreement signed by donor, VPL, and VPLF representatives.

Naming opportunities for people or organizations are guided by the following principles:

- When the amount of the gift reflects the perceived value of the space to be named.
- The name to be used is appropriate for enhancing the image of the Library in the community.

Within the interior of each branch library, there may only be a limited number of major naming opportunities available. If these opportunities are all committed, alternative recognition options can be explored. Donor's names will not have prominence over the Vancouver Public Library name and/or logo. In principle, library events, programmes, or services will be named to reflect that it is a Vancouver Public Library activity with funding provided by the donor; exceptions must be approved by the Board.

## 4 Naming of Library Branches

~~The exterior of~~ Library branches will not be available for corporate naming opportunities.  
~~The exterior of existing~~ Library branches will not be available for individual re-naming opportunities.

New or replacement Library branch buildings will be available for individual commemorative or philanthropic naming on the approval of the Library Board and following neighbourhood consultations.

## 5 Approval of Recognition of Donation

The Chief Librarian may approve recognition of donations which are:

- a) valued at \$50,000 or less per year; and
- b) have a total multi-year value of \$150,000 or less.

Library Board approval is required for donor recognition that does not meet all of the above criteria.

### Policy Administration Roles and Responsibilities

<b>Community Relations Committee</b>	Oversees and updates the policy as required.
<b>Community Relations Committee</b>	Reviews policy as required and recommends changes to the Board
<b>Board</b>	Approves policy and revisions to the policy
<b>Chief Librarian</b>	Administers the policy

### Related Policies

- Library Square Look-Back Recognition
- Programming, VPL
- Sponsorship

### Approval History

<b>ISSUED BY:</b>	<b>Library Board</b>	<b>APPROVED BY:</b>	<b>Library Board</b>	<b>DATE:</b>	<b>2004/02/25</b>	
<b>REVISED BY:</b>	<b>Library Board</b>	<b>APPROVED BY:</b>	<b>Library Board</b>	<b>DATE:</b>	<b>2008/05/28</b>	
<b>REVISED BY:</b>	<b>Library Board</b>	<b>APPROVED BY:</b>	<b>Library Board</b>	<b>DATE:</b>	<b>2014/11/26</b>	<b>FORMAT UPDATE ONLY</b>

DATE OF NEXT REVIEW	YYYY/MM/DD	REVIEW CYCLE	3 Years
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