
**BARRIE PUBLIC LIBRARY
DONOR RECOGNITION POLICY**

MOTION #09-20

Reviewed June 25, 2009

1. PHILOSOPHY

- 1.1 Voluntary contributions to the Barrie Public Library are a means of supporting enhanced services and programs, and help ensure the Library's long-term financial stability.
- 1.2 Barrie Public Library recognizes that a philanthropic gift is one whose worth is relative to means and that only the donor can define generosity. It is the act of giving and not the size of any donation that underlies our donor recognition and communication philosophy and our actions.
- 1.3 Barrie Public Library recognizes that our organization and its volunteer leaders and professional staff play an important role in introducing Canadians to the privilege and opportunity of giving.
- 1.4 Barrie Public Library practices an approach to communications and recognition that is donor-centered. This means that the fundamental interests and sensibilities of donors are paramount in the design and delivery of all communications and recognition, whether written or in person. Specifically, our donor-centered communications and recognition activities adhere to the following principles:
 - our donors can expect to receive prompt acknowledgement of the gifts they make to the Barrie Public Library;
 - our donors can expect to be informed of the specific destination of their gifts;
 - our donors can expect to receive meaningful and measurable information on their gifts at work prior to being asked to give again to the Barrie Public Library;
 - our donors do not receive gift acknowledgement or information about their gifts along with solicitations;
 - Barrie Public Library welcomes designated giving to specific programs or services;
- 1.5 Barrie Public Library will:
 - issue personalized thank you letters to donors within two working days of receipt of their gifts;
 - acknowledge donors' generosity from time to time through personal calls and visits from members of the Board of Trustees;
 - design and execute donor recognition events that show-case donors' gifts at work as a priority, that adhere to a stringent budget to avoid real or perceived criticisms about cost, and which in tone and delivery acknowledge the collective generosity and importance of all our donors;
 - communicate information on their gifts at work to all our donors as effectively as possible.

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2. WHO IS RECOGNIZED

- 2.1 The donor recognition policy recognizes all individuals, corporations, service clubs, community organizations and philanthropic foundations who make monetary donations to the Library.
- 2.2 The Lamplighter Society recognizes the special role of individuals who make a long-term commitment by establishing a charitable gift to the Barrie Public Library through their estate plans.
- 2.3 The donor recognition policy does not include recognition for sponsorship, fundraising events or campaigns, and foundation grants that involve individualized recognition programs.
- 2.4 The Donor reserves the right to remain anonymous and decline public (or private) recognition at all times. In lieu of placing a name on any public listing of donations, the word "anonymous" shall be inserted in place of the individual's name.

3. DONATIONS

- 3.1 A professional, written, third party appraisal must be provided by the donor for any gifts-in-kind. In-kind donations are not attributed a cash value for recognition purposes.
- 3.2 The recognition policy does not track cumulative giving.
- 3.3 Donations can include outright gifts of cash, pledges, bequests, gifts of life insurance and such other gift arrangements as the trustees may from time to time approve.

4. PLANNED GIVING DONOR RECOGNITION

4.1 Lamplighter Society

The Lamplighter Society has been established to recognize and honour patrons who have made provisions for the Barrie Public Library in their estate plans. The long term commitment of members of the Lamplighter Society enables the Library to plan for the future and ensures that the lifelong learning needs of our community will continue to be met.

4.2 Lamplighter Society Recognition

- The Member and their family will be invited for a tour of the Library and a special meeting with the Chair of the Board and the Director, Library Services.
- The Member will receive an individualized annual report about the Library
- The Member will be invited to an annual recognition ceremony honouring all members of the Lamplighter Society

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- An individualized recognition event will be held to welcome the donor into the Lamplighter Society
- The Member will receive personal invitations to Library events
- The Member will be listed in the annual report
- The Member will be listed on the Library's website
- The Member will be listed in the Library's newsletter
- The Member will receive quarterly editions of the Library's newsletter

4.3 The Recognition Policies will be reviewed annually in June.

Motion #01-51 Revised July 5, 2001
Motion #02-45 Revised October 10, 2002
Motion #03-38 Revised October 23, 2003
Motion #04-39 Reviewed October 28, 2004
Motion #06-39 Reviewed November 23, 2006
Motion #09-20 Reviewed June 25, 2009
All Staff\Policies\Donor Recognition Policy