

## 6.b. Gift and Sponsorships (Current) Policy for review

### *Poudre River Public Library District Policies*

The District discourages reporting of allegations that are without merit or are based purely on conjecture.

ADOPTED: May 10, 2010

## **2.11 Record Retention Policy**

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The District adopted the City of Fort Collins Records Retention Schedule in December, 2007. A copy of that schedule is included as an appendix to this policy summary.

## **2.12 Gift/Sponsorship/Partnership Policy**

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The Poudre River Public Library District welcomes sponsorship from local business, corporations, families and individuals to support the Library through the establishment of sponsorships that will provide the Library with the resources, including revenue and/or in-kind contributions, to enhance events, programs, activities and services to the community. The Board of Trustees of the Poudre River Public Library District believes that libraries play an essential role in the quality of life of our citizens and in this important function, the library is supported through public funding and is supplemented by sponsorships. Sponsorships must not undermine the integrity of the non-commercial public space that the Library provides.

### **Definitions**

A. Partner: An institution, organization, business or individual that collaborates with the Library to provide programs and/or services to the public in ways that are mutually beneficial to and in support of the missions of both the Library and the partner and without the exchange of money.

B. Partnership: Institutions, organizations, businesses or individuals, working together in an effort to accomplish a common goal with a shared sense of purpose and responsibility for the outcome.

C. Sponsor: An institution, organization, business or individual who financially contributes to the Library in support of a collection, service or program.

D. Sponsorship: A sponsorship is a mutually beneficial business exchange between the Library District 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 programs, event, service or activity being sponsored. Tax receipts

are not issued for funds, products or in-kind services made to the Library. Sponsorships do not imply Library endorsement of the sponsor's product or service.

E. Donations: A philanthropic gift or donation is an arrangement where a donor contributes cash and/or in-kind goods or services to the Library without expectation or requirement of a reciprocal benefit.

F. Third Party Fundraising: A project undertaken by any individual, affiliated group or organization, for the purpose of raising funds for, or on behalf of, the Library District

### **Principles and Guidelines**

Poudre River Public Library District has established the following principles and guidelines for the acceptance of gifts, grants or support to enhance or develop library programs and services:

#### Principles

- All gifts, grants and/or support must further the library's mission, goals, service objectives and priorities. They must not drive the library's agenda or priorities.
- All gifts, grants and/or support must safeguard equity of access to library services. Sponsorship agreements must not give unfair advantage to, or cause discrimination against, sectors of the community.
- All gifts, grants and/or support must protect the principle of intellectual freedom. Sponsors may not direct the selection of collections or require endorsement of products or services.
- All gifts, grants and/or support must ensure the confidentiality of user records. The library will not sell or provide access to library records in exchange for gifts or support.
- All gifts, grants and/or support must leave open the opportunity for other actual or potential donors to have similar opportunities to provide support to the library.

#### Guidelines

- Gifts of books or other library materials will be accepted in accordance with the terms outlined in the PRPLD Collection Development Policy.
- Gifts of used books are to be made through the Poudre River Friends of the Library (a 501(c)3 organization).
- Donations to the Library District endowment fund are to be made through the Poudre River Library Trust (a 501(c)3 organization). The Trust can also receive property of significant value, such as real estate or securities, planned gifts, such as willed donations, bequests or endowments.

- Sponsorships are pursued if the Library District determines that an association between the potential sponsor and the Library is suitable and will positively affect the public image that the Library has established in the community.
- The Library will not seek or accept sponsorships for programs, events, services or activities involving or targeted to children from companies whose products cannot legally be sold or distributed to children or from companies whose products are inappropriate for use by children;
- The Library will not allow direct marketing of products to children, except where relevant educational material is promoted in conjunction with programs and /or used as incentive prizes for Summer Reading Program.
- Any public use of the name and/or logo of the Library District, branches, special collections, resource collections, special services, programs, and departments, must be approved by the Executive Director and/or Communications Manager.

### **Third Party Fundraising**

#### **Definition**

The library defines fundraising as a project undertaken by any individual, affiliated group or organization, for the purpose of raising funds for, or on behalf of, the Library. This policy covers any project:

- A. That will require the use of Library resources, including staff time, rooms, equipment and images that belong to the library and/or
- B. That will be targeted at an audience outside the existing membership of the group that wishes to undertake the project.

The Library District allows fundraising at the discretion of the Executive Director.

#### **Works of Art**

Upon the acceptance of a work of art, the Board of Trustees reserves the right to determine the location and display of art work. The Board may request that art work be accompanied by a current appraisal of value and may request evidence of bona fide artistic importance and merit of the work and reputation of the artist. An appropriate deed of gift or similar document transferring sole and exclusive ownership of the art work to the Library District will be required. The Board may also request evidence of provenance and present title of the art work from the donor. At the discretion of the Board, plaques may be installed at or near large works of art. The Library District reserves the right to choose the wording, size, location, and style of the plaque. The donor must prove ownership and authenticity of the art work.

The Board of Trustees reserves the right to sell or otherwise dispose of any art that is donated to the Library District.

## **Recognition and Acknowledgement**

The library will ensure that each sponsor receives acknowledgement and to the degree that the donor is willing, public recognition.

In all cases, the type and scope of donor recognition required by the donor will be weighed against the benefit to the library. While the Library District is grateful for offers of sponsorships and partnerships, the Executive Director has the right to refuse offers that are not in the best interest of the Library District.

Partner or sponsorship organizations have marketing rights to promote their involvement with Poudre River Public Library District for the duration of the agreement with the District, subject to the provisions of this policy. Sponsorships and partnerships do not imply endorsement of products or services by the Library District.

## **Approval**

- All gifts, grants or in-kind support given with special requirements must be approved by the Executive Director. The solicitation of gifts, grants or in-kind support by library staff valued at over \$1,000 must receive prior approval of the Executive Director. All gifts valued at \$5,000 or more must be accepted by resolution through the Poudre River Public Library District Board of Trustees.
- The Board will not assess or suggest a value for non-monetary gifts for income tax or other purposes; any letter of acknowledgment will not contain a statement of value.
- Gifts may serve to honor or memorialize a donor, family member, or friend, and at the same time will contribute to the cultural enrichment of the community.
- Sponsorship agreements shall be confirmed by a written Sponsorship Agreement signed by both parties. Sponsorship Agreement will outline the benefits, roles and responsibilities, fees, duration and other agreed terms of the sponsorship arrangement.

## **Authority for Implementation**

- The Executive Director or his or her designee reserves the right to make decisions regarding the implementation of each grant, gift, or offer of in-kind support. Purchasing decisions, including type of equipment, materials, furnishings, and other components of a gift will reside with library management. All details as to design of programs and allocation of resources for will also reside with library management.

(Adopted: December 1, 2008)

Revised: August 13, 2012