

Meeting Date: February 13, 2023
Type of Item: Policy Revision Review
Subject: Gift/Sponsorship/Partnership
Presented by: Selena Paulsen
Recommendation: Review and adopt revised policy

Background

As the District’s first Development Officer, Selena Paulsen has been tasked with reviewing and updating the District’s existing policies relating to Gift/Sponsorship/Partnership (2.12) last revised August, 2012. The result of the review process is a comprehensive rewrite of the existing policy to: help the District be up to date with current industry practices, include appropriate guidance for Development work on the District’s behalf, create an equitable and consistent process for donors, and create alignment with the District’s current mission and values.

The Process

- Conducted a review of policies relating to gifts, sponsorships, and partnerships from libraries around the United States.
- Participated in online discussions regarding applicable policies with library development professionals from around the United States and Canada.
- Held internal discussions with executive leadership staff.
- Thoroughly reviewed existing policies in relation to Development workplan and best practices.

Policy Revisions

Based on research and comparisons, it was clear that existing policy related to gifts, sponsorships, and partnerships, would need to be updated in order to reflect current practices in fundraising and Development, as well as the work program for the Development function of the District, and the Libraries’ mission and values. Specifically, the proposed revised policies address:

- Clarification of the purpose of gift and sponsorship policy
- Updates to when, where, and how gifts can be given
- Updates to requirements for the acceptance of gifts, including anti-discrimination requirements and alignment of gifts and donors with District mission and values
- Updates to requirements for sponsorships and sponsors
- Clarification around the role of related groups such as the Friends of the Libraries, and the Library Trust
- Removal of items specific to partnerships into a separate policy to be presented to the Board at a later date

Recommendation

Adopt revised policy.

Poudre River Public Library District Policies

2.12 Gift and Sponsorships

REVISION DRAFT 2-13-23

The Poudre River Public Library District (the Libraries) welcomes monetary and in-kind gifts from local business, corporations, foundations, families, and individuals to support the Libraries and their programs and facilities. 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 Libraries are supported through public funding and are supplemented by gifts, with the caveat that gifts must not undermine the integrity of the Libraries' mission and purpose.

This policy governing the acceptance of gifts serves the following purposes:

- Assures all donors are treated equitably
- Avoids misunderstandings or uncertainty
- Offers donors a range of options to encourage the largest possible gift
- Emphasizes the importance of coordination between Library fundraising entities to avoid duplication or confusion
- Assures all legal documents associated with planned gifts are reviewed appropriately
- Provides donors and the public with a transparent process for supporting the Libraries

Principles and Guidelines

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

- A. All gifts, grants and/or support must further the Libraries' mission, goals, service objectives and priorities. They must not drive the Libraries' agenda or priorities.
- B. The Libraries will not accept gifts, grants and/or support from entities or individuals that discriminate on the basis of gender, age, race, sex, color, religion, creed, ancestry, national origin, disability, sexual orientation, marital status, military status, genetic information, or any other status protected by applicable state or local law.
- C. All gifts, grants and/or support must safeguard equity of access to library services. Gift agreements must not give unfair advantage to, or cause discrimination against, sectors of the community.
- D. All gifts, grants and/or support must protect the principle of intellectual freedom. Donors may not direct the selection of collections or require endorsement of products or services.
- E. All gifts, grants and/or support must ensure the confidentiality of user records. The Libraries will not sell or provide access to library records in exchange for gifts or support.
- F. 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.
- G. Gifts of used books are to be made through the Poudre River Friends of the Library, a 501(c)3 organization (*please also see Collections Development 5.1*). The Friends may also

accept donations and grants to assist in carrying out their work to raise funds for the Libraries.

- H. When the Libraries are awarded a grant or monetary donation that is limited to 501(c)3 recipients, the Libraries will utilize the Friends as the pass-through agency for those grant funds. The Friends will distribute all monies in full to the Libraries immediately upon receipt.
- I. Donations to the Library Endowment fund are to be made through the Poudre River Library Trust (a 501(c)3 organization). This is separate from other endowed funds that may be accepted by the Libraries directly and/or established for their direct benefit. The Trust may also receive property of significant value such as real estate or securities, planned gifts and bequests, or endowments, to assist in carrying out their work to raise funds for the Libraries.
- J. The Libraries will not seek or accept gifts 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.
- K. The Libraries will not allow direct marketing of products, except where relevant educational material is promoted in conjunction with programs and /or used as incentive prizes for programs.

Authority

The Executive Director and/or their designee(s) have the authority to accept gifts to the Libraries according to the provisions contained in this Gift Policy. The Executive Director reserves the right to refuse gifts that are not in the best interest of the Libraries. This policy is subject to all applicable Colorado and federal statutes and as such may be amended from time-to-time.

Types of Gifts Accepted

- Cash
- Checks
- Securities/Investment Instruments (stocks, mutual funds, bonds, life insurance policies, annuities)
- Planned Giving (charitable remainder trusts, charitable lead trusts, bequests)
- In-Kind services and/or goods
- Real Estate and other tangible property
- Endowed Funds (via partnerships with fiscal management entities)

Board Approval Required

Board consideration and majority vote approval will be required for the following types of gifts:

- Gifts of tangible property that would encumber the Libraries either financially or administratively
- Securities that are not readily marketable
- Real Estate
- Gift Annuities
- Charitable Remainder or Lead Trusts
- Endowed Funds

In addition to Board approval the aforementioned types of gifts will require individual agreements between the Libraries and the donor(s) of the gift.

Sponsorships

A sponsorship is a mutually beneficial business exchange between the Libraries and an external organization (hereinafter the sponsor) whereby the sponsor contributes funds, products or in-kind services to the Libraries in return for recognition, acknowledgement or other promotional considerations. Sponsorships involve an association between the sponsor and the Libraries and/or the specific programs, event, service or activity being sponsored. Sponsorships do not imply the Libraries' endorsement of the sponsor's product or service. All sponsorships must comply with the Libraries' Naming Opportunities Policy (3.9), and sponsorship agreements shall be confirmed by a written Sponsorship Agreement signed by both parties. A Sponsorship Agreement will outline the benefits, roles and responsibilities, fees, duration and other agreed terms of the sponsorship arrangement.

Recognition and Acknowledgement

The Libraries will ensure that each donor receives acknowledgement as well as tax receipts where required, and to the degree that the donor is willing, public recognition via either printed or electronic Libraries' materials. Recognition of a donation is not the same as naming opportunities for donations (*please see Naming Opportunities 3.9*).