



---

Policy Type:	<b>Fundraising</b>	Policy Number:	<b>FR-01</b>
Policy Title:	Donations, Fundraising and Sponsorship	Initial Policy Approval Date:	<b>March 26, 2014</b>
		Last Review/Revision Date:	<b>Aug 13, 2025</b>
		Year of Next Review:	<b>2029</b>

---

The Mississippi Mills Public Library gratefully accepts donations and welcomes sponsorships and fundraising opportunities with third parties (i.e. individuals, groups, foundations and corporations) in order to advance its mission, adhere to its values and meet its strategic goals.

The Library is a registered charity and follows all relevant rules and regulations of the Canada Revenue Agency (CRA). The CRA defines a donation as a voluntary transfer of property to the Library made without the expectation that any benefit will accrue to the donor.

In order to coordinate a variety of fundraising efforts and to avoid duplication, the CEO/Chief Librarian and/or the Mississippi Mills Public Library Board must be informed of all proposed fundraising or sponsorship initiatives.

The purpose of this policy is to identify various types of gifts acceptance by MMPL and the Canadian Revenue Agency, and to provide specific acceptance guidelines for each type of charitable gift. The intent of this policy is to provide guidance for MMPL staff, board and donors regarding fit acceptance by MMPL.

Donations, above current donation budget, will remain in the Library's insured commercial financial institution in interest bearing savings accounts.

Donations, bequests or gifts must support the goals and objectives of the Library. Where donations include conditions, the Mississippi Mills Public Library will endeavor to respect the wishes of the donor, but where compliance with the conditions is not possible the Mississippi Mills Public Library reserves the right to apply the donations in a different manner which is most in keeping with the original intentions of the donor.

## DEFINITIONS

**Bequest** is a specific provision in a will directing assets from an estate to MMPL.

**Conflict of Interest** means any event (whether actual or perceived) in which MMPL or anyone representing MMPL may benefit from the knowledge of, or participation in, the acceptance of a gift.

**Fair Market Value** means the highest price, expressed in dollars, that a property would bring in an open and unrestricted market, between a willing buyer and a willing seller who are both knowledgeable, informed and prudent, and who are acting independently of one another. (Canada Revenue Agency, "Fair Market Value" Summary Policy CSP-F02)

**Gift** is a voluntary transfer of real or personal property from a donor who freely disposes of his or her property to a donee who received the property given. The transaction shall not result directly or indirectly in a right, privilege, material benefit or advantage to the donor or to the person designated by the donor.

**Planned or Legacy Gift** is a way of giving to a charity and arranging donations which serve the interests of the charitable organization as well as the personal, financial, and tax situation of the individual donor.

**Pledge** is a commitment of a gift over a predetermined time frame.

**Securities** are gifts of publicly held shares.

**Sponsorship** is a gift from a corporate entity, individual or community group in support of a Mississippi Mills Public Library project or event, in return for some form of recognition. A sponsorship is a contracted arrangement between the Library and the sponsor, designed to benefit both parties: it is not a philanthropic gift. Charitable receipts cannot be issued for funds, products or in-kind services given to the Library as part of a sponsorship agreement.

**Third Party Fundraising** is defined as a project undertaken by any individual, affiliated group or organization, for the purpose of raising funds for, or on behalf of the Library.

**Designated** is a gift that a donor indicates where they want their money to be allocated.

**Undesignated** is a gift that a donor lets MMPL decide what the highest priority needs of the organization are.

**Cash** includes cheques, money orders, bank drafts, and money (bills & coin). Donations made by debit card and by credit card are also considered cash gifts.

**Donation** is a gift, contribution of cash, or goods given voluntarily to the Library as a philanthropic act without expectation or requirement of reciprocal benefit. A designated donation is one that is to be used for a specific purpose. An undesignated donation is one

that has no stipulations on use.

Fundraising is a project undertaken by any individual, affiliated group or organization, for the purpose of raising funds for, or on behalf of, the Library.

**Gifts in kind** also known as non-cash gifts, are gifts of property. They cover items such as artwork, equipment, securities, and cultural and ecological property. A contribution of service, that is, of time, skills or effort, is not property and, therefore, does not qualify as a gift or gift in kind for purposes of issuing official donation receipts.

## **GUIDELINES FOR THE ACCEPTANCE OF GIFTS**

### **Bequest**

- A bequest is a specific provision in a will that MMPL will receive a specified amount of money or other property;
- A specific bequest that will ensure that MMPL receive a specific piece of property, such as a collection of books; and/or
- A residual bequest that will leave all or part of the remaining estate after all debts, taxes and other bequests have been paid.

### **Gift in Kind**

A gift in kind is a non-monetary gift, which is a gift of property such as artwork equipment, securities and cultural and ecological property. A contribution of service for example; time, skills or effort, is not property and, therefore, does not qualify as a gift or gift in kind for purposes of issuing an official donation receipt. An independent qualified appraisal determines the fair market value of the gift. The cost of an appraisal is paid by the donor.

Official receipts for used gifts-in-kind will be issued if the value of the gift can be substantiated independently or if the gift has been solicited by the Library. The donor is responsible for providing the Library with an official written appraisal of the donation's worth.

Gifts of materials will be accepted only on the understanding that the Library retains unconditional ownership.

- a) If the Library chooses not to keep them, the materials may be sold or discarded without informing the donor of such disposition.
- b) If donated materials are added to the collection, the same criteria for selection, based on the *Collection Development* policy (OP-04), shall be applied to donations as are applied to materials selected for the collection.

### **Monetary Gifts and Gift Acceptance**

MMPL will accept monetary gifts in the form of cash, cheque or credit card and will issue receipts according to CRA principles and guidelines, to donors who have given a gift of \$20 or more.

### **Official Receipts for Tax Purposes (non monetary gifts)**

1. Receipts for tax purposes will be issued for all qualifying non-cash contributions deemed at fair market value. It is the donor's responsibility to provide a written appraisal from a reputable establishment for in-kind donations with fair market value over \$900.
2. Gifts in kind with a fair market value of less than \$900 need not be accompanied by a professional appraisal; however, the Library reserves the right to require an expert opinion on the value of the gift before issuing a receipt.
3. Deadlines may be applied to ensure that donations are received in time to be receipted in the current tax year. Receipts cannot be backdated.

### **Gifts of Life Insurance**

Gifts of life insurance are accepted by MMPL. A donor may gift a life insurance policy to MMPL by:

- Assigning a fully paid-up policy to MMPL;
- Assigning a pre-existing life insurance policy on which premiums remain to be paid;
- Creating a new policy in the Library's name; or
- Naming MMPL as a primary or successor beneficiary of the proceeds.

### **Gifts of Securities/Publicly Traded Stocks**

MMPL reserves the right to sell and manage the funds accordingly. The MMPL will immediately liquidate securities. The amount of the tax receipt is the value of the security at the closing market price on the day that the asset is transferred to MMPL.

## **SPONSORSHIP**

### **Terms of Acceptance**

1. Mississippi Mills Public Library does not accept any cash or gift of property, pledge of support or non-cash gift or services, or enter any partnership with any company or other organization that produces goods or services that may be considered harmful or illegal for certain members of the community.
2. The Library does not accept any kind of support from any company or organization that, in the judgment of the Library, exploits certain members of the community in its product lines, advertising, marketing, and workforce or in any other way.
3. The Library maintains an independent position on issues and concerns.
4. The Library will only enter into sponsorships determined to be in the best interests of library users and aligned with the values and strategic priorities of the Library.
5. The Library does not accept any support that implies or requires endorsements of products.
6. Acceptance of corporation support will take the form of a written agreement signed by representatives of the sponsoring organization and authorized representatives of

the library. This agreement will define the terms of the sponsorship and any recognition to be provided to the sponsor.

7. The Library Board reserves the right to terminate an existing sponsorship should conditions arise during the life of the sponsorship that result in it conflicting with this policy or that sponsorship no longer supports the best interests of the Library.
8. The right to refuse and/or terminate corporate contributions extends to support of third-party fundraising for which the proceeds are designated to benefit the Library.

### **Recognition of Support**

1. Recognition for major corporate support will be developed in cooperation with the corporate donors and will be consistent with the level of support and the Library's mission and purpose and will be meaningful for both the supporting companies and the Library.
2. The Library's intangible intellectual assets, including its name and likeness, will be protected at all times. Corporate sponsors will not be permitted to use the Library's name for commercial purposes or in connection with the promotion of any product.

### **Section 3: Naming Rights**

1. From time to time the Library will offer the opportunity for significant philanthropic investment in the library infrastructure to ensure the sustainability of excellent library service in the community. The Library Board has the authority to recognize significant contributions by naming library services or facilities in honour of its benefactors.
2. Naming opportunities are subject to funding agreements that satisfy specific donation levels deemed appropriate to the project costs and arrangements for payment.
3. The Library Board reserves the right to remove a donor's name.

### **Fundraising**

The CEO and Board will develop and implement appropriate fundraising strategies to achieve fundraising targets, while maintaining awareness and respect for fundraising endeavours undertaken by others.

The Board may approve special fundraising ventures which it deems suitable in fulfilling the Library's mission, values, goals and objectives, and which will not compromise the Library's public image. All funds raised will be used for the stated purposes and established priorities of the fundraising program as determined by the Library in the fundraising strategy.

### **Third Party Fundraising**

This policy covers any project:

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

### Conditions

Individuals, businesses, and organizations wishing to undertake a fundraising project on behalf of Mississippi Mills Public Library must present a fundraising plan in advance. As specified above, projects valued at \$5,000 or less can be approved by the CEO/Chief Librarian.

Those with values in excess of \$5,000 and/or those with legal or political implications shall be presented to the Library Board for approval. In no case will the Library be responsible for the costs of fundraising or for shortfalls in campaign goals.

The CEO/Chief Librarian must be consulted in advance prior to issuance of all materials, merchandise, and/or publicity produced in conjunction with the campaign.

Any public use of the name and/or logo of Mississippi Mills Public Library or of the Municipality of Mississippi Mills must be approved in advance by the Board or CEO/Chief Librarian as appropriate.

### **Refusal of Gift**

MMPL may refuse the acceptance of a gift if deemed not beneficial to the organization. Donors will be advised accordingly. MMPL would decline a gift if any one of the following conditions were known:

- There are conditions to a gift and its designation, which are not consistent with the vision, mission and priorities of MMPL;
- The gift is seeking to unduly influence access to Library business;
- The gift could financially jeopardize the donors and/or MMPL;
- The gift or terms are illegal;
- MMPL does not have the resources to honour the gift term or determine its value;
- False promises have been made; and/or
- The gift could jeopardize the Library's charitable status.

### **Privacy**

The privacy of donors will be respected in compliance with the Municipal Freedom of Information and Privacy Act of Ontario.

The Library does not share, sell or trade donor lists.

## **RESPONSIBILITY TO DONORS**

### **Ethics**

All staff will conduct themselves in accordance with professional standards including accuracy, truth and integrity. MMPL will inform, serve, guide and otherwise assist donors who wish to support MMPL's activities but not to pressure or unduly persuade.

### **Conflict of Interest**

Donors will be encouraged to consult a professional advisor of their choice to work with MMPL on facilitating a planned gift. In order to avoid a conflict of interest by the Library and its representatives, it is the responsibility of the donor's advisor to provide advice on tax, legal or financial planning to the donor.

### **Independent Counsel**

Volunteers and staff acting on behalf of MMPL shall in all cases encourage the donor to discuss the proposed gift arrangement with legal and/or tax advisors of the donor's choice to ensure that the donor receives a full and accurate explanation of all aspects of the gift. Donors will be encouraged to discuss gift plans with their families or designates.

### **Gift Direction**

In all cases, MMPL will work closely with the donor to ensure there is a mutually beneficial agreement on the donor's intent for their gift designation. In some cases, a gift may not be accepted because MMPL is unable to carry out the restrictions set forth by the donor. MMPL has the intent to always use the gift where it is needed most within the community and therefore, designates a gift if there is a need determined by the CEO/Chief Librarian and staff. Donations to MMPL will fund non-core and value-added services and programs and capital enhancements.

### **Expenditures**

All undesignated donations will be directed to a specific purpose where they are most needed as deemed fit by the CEO/Chief Librarian or designate. Pledges may be announced publicly at the shared discretion of the donor and the Library. Donor recognition must be appropriately spent as per CRA guidelines (recognition should not exceed more than 10% of the gift).

### **Financial Management**

Donated funds designated in the Library's donation account or in a fund line that best describes the donor's wishes.

### **Gift Recognition**

1. The Library is pleased to recognize all donations and extend thanks to all donors for their generosity by acknowledging all gifts in person, by phone or email.
2. Thank you letters will be issued within 10 working days of receipt of donations over \$100. An official receipt for tax purposes will accompany each letter.

### **RELATED DOCUMENTS**

- Canada Revenue Agency: [www.cra-arc.gc.ca/chrts-gvng/chrts/glssry-eng.html](http://www.cra-arc.gc.ca/chrts-gvng/chrts/glssry-eng.html)
- Mississippi Mills Public Library policies
- Association of Fundraising Professionals (AFP), Donor Bill of Rights: <https://afpglobal.org/donor-bill-rights>
- Municipal Freedom of Information and Protection of Privacy Act (MFIPPA): [http://www.e-laws.gov.on.ca/html/statutes/english/elaws\\_statutes\\_90m56\\_e.htm](http://www.e-laws.gov.on.ca/html/statutes/english/elaws_statutes_90m56_e.htm)