
Category:	Finance	Date Established:	April 1999
Policy Number:	15		
Title:	Fundraising	Revised:	March 2019

Section 15: Fundraising

- 15.1 The Library Board is responsible for securing adequate funds for library services and facilities. The Board will oversee the strategic direction for fund development.
- 15.2 The Director is responsible for ensuring the Board's strategic direction for fund development is implemented through an annual fund development plan.
- 15.3 Use of Funds
- 15.3.1 All donations will be used to further the mission and charitable objectives of the Library.
- 15.3.2 The Library will determine the needs, uses, services and programs for which funds will be sought. Donated funds and in-kind gifts will only be accepted if the purposes for which they are donated align with the Library's Plan of Service and annual business plan.
- 15.3.3 All fundraising appeals will disclose the purpose for which funds are requested.
- 15.3.4 All designated donations will be used for the purposes for which they are given; alternative uses will be negotiated with the donor if necessary due to program or organizational changes.
- 15.4 Donor's Rights
- 15.4.1 Donors may be entitled to receive a charitable donations tax receipt.
- 15.4.2 Donors and prospective donors will never be subjected to coercion or undue pressure.
- 15.4.3 Sponsor recognition plans will be outlined in solicitation materials. Donors and sponsors will be acknowledged as promised unless the Library receives a request for anonymity.
- 15.4.4 All reasonable efforts will be taken to honor any request by a donor to be excluded from lists that the Library maintains. Such lists will not be shared with other organizations.
- 15.4.5 All reasonable efforts will be taken to honor any request by a donor or prospective donor not to be contacted in future fundraising campaigns.

15.4.6 Any confidential information from or about donors that is obtained by or on behalf of the Library shall not be disclosed without the express consent of the donor.

15.4.7 Donors and prospective donors are entitled to the following, on request and at no charge:

- The Library's most recent annual report and/or audited financial statements;
- The Library's most recent Charity Information Return (T3010) as submitted to Revenue Canada, (except the confidential schedules).

15.4.8 Donors and prospective donors are entitled to know, on request, whether the 15 individual asking for funds is a volunteer or a paid fundraiser.

15.5 Fundraising Practices

15.5.1 Volunteers, staff and consultants who solicit or receive funds on behalf of the Library shall:

- Have no vested interest in a donor's gift that could result in personal gain;
- Disclose immediately to the Library any actual or apparent conflict of interest;
- Not accept gifts for purposes that are inconsistent with the Library's mission.

15.5.2 Fundraising solicitations will be truthful, accurately reflect the Library's mission and use of solicited funds, and neither exaggerate past achievements nor promise unrealistic results.

15.5.3 Paid fundraisers, whether staff or consultants, will be compensated by a reasonable salary, retainer or fee, and will not be paid finder's fees, commissions or other payments based on either the number of gifts or the value of funds raised; any performance-based compensation (such as bonuses) will be consistent with the Library's compensation policies that apply to non-fundraising staff.

15.5.4 The Library will maintain control and ownership of its charitable assets, including its fundraising revenues, in-kind donations, and donor list.

15.5.5 Financial Disclosure

15.5.6 Government grants or contributions will be reported separately of other fundraising revenues.

15.5.7 Financial reports will disclose both the total amount of any fundraising costs that are allocated to other program expenses, and the total amount of any overhead or administrative costs that are allocated to fundraising expenses.

15.5.8 If any fundraising revenues are reported net of expenses, the gross amount of fundraising revenues will also be disclosed.

15.5.9 All promotional material and tickets for fundraising events will disclose the actual amount of the ticket or admission price that may be receiptable as a charitable donation.

15.6 Accountability

15.6.1 The Director will present an annual fundraising report to the Board.

15.6.2 The Board will annually review the cost-effectiveness of the Library's fundraising strategies.