

Georgina Public Library Board Policy Manual

Policy Title: Fundraising / Sponsorships

Intent

To provide guidelines to all Georgina Public Library staff and Board members, as well as any residents, businesses, and organizations, with respect to fundraising and sponsorship efforts and campaigns.

Regulations

1. **Fundraising** is defined as short-term activities or single events to solicit funds.
 - Georgina Public Library and the Library Board recognize that the Friends of the Library have primary responsibility for fundraising on behalf of the Library in order to enhance and augment Library programming and offerings.
 - Fundraising events by the Friends of the Library must have the approval of the Director of Library Services/CEO.
 - Individual staff time may not be used for fundraising initiatives without the pre-approval of the Director of Library Services/CEO or designate.

2. **Sponsorship** is defined as a contribution of cash, goods, or services toward an event, project, program, or corporate asset, in return for commercial benefit (i.e. logo placement or presenting sponsorship). Sponsorships are a reciprocal arrangement benefitting both parties.
 - Georgina Public Library, under the direction of the Director of Library Services/CEO, negotiates partnerships with, and sponsorship from, the business community in ways that will benefit and recognize the supporting companies while enabling the Library to better achieve its mission without compromising its principles.
 - Georgina Public Library and the Friends of the Library actively solicit and encourage the business community, service clubs, and other organizations to become donors and/or sponsors of Library events, programs, and services.
 - Georgina Public Library at all times maintains an independent position on issues and concerns. The Library does not accept any support that implies or requires endorsements of products, and any sponsorships will not have any impact on the policies, practices, and priorities of

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the Library, including but not limited to collection development and staff recommendations.

- Any public use of the name and logo of Georgina Public Library must be approved by the Director of Library Services/CEO.
- Georgina Public Library may 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, facilities, or segments of facilities in honour of benefactors.
- Name opportunities are subject to funding agreements that satisfy specific donation levels deemed appropriate to the project costs and arrangement of payment.
- The Library Board reserves the right to remove a donor's name should that individual or organization fail to exemplify the attributes of integrity and civic leadership expected of this honour.

3. The Library Board endorses the Canadian Library Association's Position Statement: Corporate Sponsorship agreement in Libraries as approved June 1997.

Attachments:

Canadian Library Association – Corporate Sponsorship Agreements in Libraries Position Statement

| POLICY HISTORY: | |
|----------------------------|-------------------|
| Initial Draft: | October 18, 2017 |
| Draft Presentation Review: | October 18, 2017 |
| Board Adoption: | November 17, 2017 |
| Board Review & Amendment: | December 17, 2020 |

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Canadian Library Association

Position Statements

Corporate Sponsorship Agreement in Libraries

Approved by Executive Council ~ June 21, 1997

Libraries enrich lives, provide information needed for work and daily living, and foster informed communities which are essential to a democratic society. In recognition of this important function, communities support libraries through public funding. The library's first priority is to ensure the continuation and growth of this primary relationship – public funding for the public good.

CLA encourages and supports advocacy to maintain and develop public funding as the principal source of support for public, school, academic and government libraries.

Publicly funded libraries can and do explore other sources of funding, such as grants, gifts, donations, partnerships and sponsorships, to ensure that they provide the best possible services to their communities. Corporate sponsorships are one source of additional support that allows libraries to enhance the level, extend the range, or improve the quality of library service.

To ensure that partnerships enhance the libraries image and add value to library services, libraries need to develop policies and sponsorship agreements that outline the conditions and the benefits of the sponsorship arrangement.

CLA believes that the following principles are important in developing sponsorship policies and agreements. Libraries have a responsibility to:

1. Demonstrate that sponsors further the library's mission, goals, objectives and priorities, but do not drive the library's agenda or priorities.

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2. Safeguard equity of access to library services and not allow sponsorship agreements to give unfair advantage to, or cause discrimination against, sectors of the community.
3. Protect the principle of intellectual freedom and not permit sponsors to influence the selection of materials, nor require endorsement of products or services.
4. Ensure the confidentiality of user records by not selling or providing access to library records.
5. Be sensitive to the local political and social climate and select partners who will enhance the library's image in the community.