



## **THE CORPORATION OF THE UNITED TOWNSHIPS OF HEAD, CLARA & MARIA**

### POLICY ON DONATIONS

#### PURPOSE

To provide guidelines on how to maintain high standards and professionalism in donation and fundraising programs and to set rules and guidelines for a donor recognition program.

#### POLICY

##### **A. Donations**

1. The Council of the United Townships of Head, Clara & Maria is committed to providing the services that its residents demand.
2. In order to reduce sole dependence on the tax base, this Council deems it appropriate to supplement the raising of revenues through grant applications, donations and fundraising.
3. Donations may be received by the Treasurer who will issue a tax receipt in return as a not-for-profit organization.
4. Donors may direct where they would like to see their contributions go to a certain extent however; the final decision will be Council's as per current budget and priorities.

##### **B. Fundraising**

1. Council wishes to participate in non-aggressive fundraising activities to supplement grants, donations and taxation.
2. Fundraising programs will be initiated and implemented by staff.
3. Fundraising priorities will be set by Council on an annual basis and will mainly focus on capital purchases or special events such as Canada Day Celebrations.

##### **C. Donor Recognition**

1. To provide recognition and appreciation to donors in a cost effective, appropriate and consistent manner.
2. To stimulate interest and support among potential donors.
3. Specific donor recognition programs will be implemented by staff.

##### **Guidelines**

1. Responsibility for the general administration of the Fundraising, Donation and Donor Recognition Policy rests with the Clerk and may be delegated to other staff.
2. Council will annually provide a list of priorities on which to spend donations and funds raised through specific programs.
3. The extent of recognition afforded donors shall be in proportion to the value of the contribution, compatible with Municipal standards and consistent on a department to department basis.

4. Donor recognition shall equitably acknowledge the support of governments, foundations, corporations and private donors.
5. The Municipality will respect a donor's preference for low profile or anonymity.
6. Donor recognition programs shall, to the extent feasible, highlight the benefits to the community and the end-users, notably the residents of Head, Clara & Maria.
7. An amount not to exceed one per cent of all donations shall be allocated to donor recognition programs.
8. Expenses to be covered include cost of donor honour rolls, wall plaques, web sites, certificates, receptions, pins, newsletters, etc.

#### **DEFINITIONS**

A donation or gift is a voluntary transfer of property without valuable consideration. A gift is made in any circumstance where all three of the conditions listed below are satisfied.

- Some property - cash, stocks and bonds, gifts-in-kind, land, etc. - is transferred by a donor to The Corporation of the United Townships of Head, Clara & Maria.
- The transfer is voluntary. Any legal obligation on the donor would cause the transfer to lose its status as a gift.
- The transfer is made without expectation of return.