

LIBRARY BOARD POLICY

Section F4 – Fundraising and Sponsorship

Policy Name:	Fundraising and Sponsorship	Policy #:	F4
Version History: Approval March 3, 1999; Revised: May 13, 2003; Sep 16, 2010; May 21, 2015; Sep 10, 2026			

Purpose

To provide a clear, ethical, and compliant framework for fundraising and sponsorship at Port Moody Public Library (PMPL) that safeguards the library's mission, neutrality, and reputation; distinguishes philanthropic gifts from sponsorships; and aligns practice with Canada Revenue Agency (CRA) guidance and sector standards.

Scope

Governs all fundraising activities, sponsorships, third-party fundraising, cause marketing, and associated communications by or on behalf of PMPL; applies to trustees, staff, volunteers, and external parties engaged by PMPL.

Not covered here: gift acceptance (F3), recognition/naming (F5), nor collection development (D1).

Definitions

- **Advantage:** Any benefit, good, service, or other consideration that a donor receives or is entitled to receive in return for making a donation.
- **Cause marketing / Commercial co-venture:** Sales-related promotion where proceeds benefit PMPL (e.g., "X% of sales to PMPL"). Typically a sponsorship/marketing arrangement, not a charitable gift.
- **Fundraising:** Planned activities designed to solicit voluntary support (philanthropic donations are governed by F3).
- **In-kind sponsorship:** Non-cash goods or services provided to PMPL with recognition/benefits in return (non-receiptable).
- **Split-receipting:** The method used by the CRA to calculate the eligible amount of a charitable gift when the donor receives an advantage (a benefit) in return for the donation.
- **Sponsorship:** Mutually beneficial exchange of funds/products/services for recognition or visibility. Sponsorships are not charitable gifts and are not receiptable for income tax purposes. Sponsorship does not include naming or recognition opportunities governed by Naming and Donor Recognition policy F5.
- **Third-party fundraising:** External initiatives to benefit PMPL, subject to PMPL review/approval and a written agreement.

Underlying Principles

- **Mission and Neutrality:** PMPL greatly values its relationships and welcomes gifts that support its mission and services. However, it may not be able to accept

- particular gifts if they compromise neutrality, intellectual freedom, or equity of access.
- Donor Respect and Privacy: PMPL respects donor anonymity and privacy and will acknowledge gifts appropriately.
- Compliance: PMPL follows CRA receipting rules and sector ethics ([AFP Code, Donor Bill of Rights](#)).
- Transparency and Stewardship: PMPL will be transparent about the use of funds and stewardship practices.
- Direction and Control: PMPL retains direction and control of all funds raised. Restricted funds must be used for stated charitable purposes in accordance with policy (See F3).
- Equity and Access: Recognition associated with sponsorships will not create preferential access to library services or spaces.

Policy Statement

1. Role, Authority, and Decision Rights

1.1. Board of Trustees

- 1.1.1. Approves fundraising strategies, campaigns, and material sponsorship agreements $\geq$ \$25,000, or reputationally significant.
- 1.1.2. Receives annual fund development reports.

1.2. Director of Library Services (or designate)

- 1.2.1. Manages day-to-day fundraising and sponsorship activities within approved plans and thresholds.
- 1.2.2. Signs standard sponsorship agreements up to threshold; escalates exceptions/risks to the Library Board.
- 1.2.3. Manages conflicts of interest.

1.3. Staff and Volunteers

- 1.3.1. Conduct activities per this policy and related procedures.
- 1.3.2. Identify conflicts of interest.

2. Fundraising Standards

- 2.1. Campaigns will be planned and approved in advance with clearly stated purposes, and fundraising costs and outcomes will be disclosed.
- 2.2. PMPL will ensure that solicitations identify purpose and provide organizational information upon request.
- 2.3. Donations will be handled/receipted per policy F3 according to CRA rules; sponsorships receive recognition benefits only.
- 2.4. Donor and sponsor privacy will be protected consistent with sector norms and PMPL policy.

2.5. Fundraising costs will be evaluated on a cost-to-raise-a-dollar basis and maintained at reasonable levels.

3. Sponsorship Standards

3.1. What constitutes a sponsorship?

3.1.1. Cash or in-kind support in return for public recognition (e.g., name/logo placement, acknowledgments, brand visibility), not charitable receipting.

3.2. Sponsorship considerations

3.2.1. In evaluating potential sponsorships, PMPL will consider a range of factors to ensure alignment with its mission, values, and responsibilities as a trusted public institution. These considerations are intended to guide decision-making and support thoughtful, consistent evaluation of potential partnerships.

Factors that may be considered include, but are not limited to:

3.2.1.1. Alignment with Mission and Values – PMPL is committed to intellectual freedom, equity of access, inclusion, and public service.

3.2.1.2. Public Trust and Neutrality – PMPL maintains a position of neutrality, independence, and non-partisanship.

3.2.1.3. Community Impact and Inclusion – PMPL is an inclusive and welcoming space for all.

3.2.1.4. Legal and Ethical Responsibility – PMPL operates in compliance with applicable laws and regulatory standards.

3.2.1.5. Equity and Access – PMPL prioritizes inclusion and equitable access to services and programs.

3.3. Sponsorship Benefits and Conditions

3.3.1. Sponsors may receive recognition and approved branding opportunities as outlined in the sponsorship agreement.

3.3.2. Sponsorship recognition does not extend to influencing library collections, programs, staff advice, operations, or editorial decisions.

3.3.3. Sponsorship does not provide exclusive access to library services, spaces, or audiences.

3.3.4. The use of the PMPL name, logo, or brand must follow PMPL brand guidelines and requires prior approval from the Director of Library Services.

3.4. Agreements

3.4.1. All sponsorships require a written agreement stating: scope, term, recognition benefits, brand use, termination provisions, indemnities, and compliance obligations. Sponsorship agreements do not provide tax receipts.

3.4.2. Sponsorships may be established for a term of up to five (5) years, with terms defined in the sponsorship agreement.

4. Third-Party Fundraising and Cause Marketing

- 4.1. Third-party initiatives and cause-marketing promotions require prior written approval and a signed agreement that sets out roles, financial handling, brand use, reporting, and legal compliance.
- 4.2. PMPL will not delegate or transfer its authority to issue official charitable donation receipts for gifts made directly to the library. Only PMPL may issue such receipts, in compliance with CRA regulations.
- 4.3. This provision does not prohibit the use of compliant third-party fundraising platforms (e.g., CanadaHelps). In such cases, the intermediary charity receives the donor's gift, issues its own official donation receipt, and subsequently provides a grant to PMPL. Because the donation is made to the intermediary and not to the library, such receipting is not considered receipting on the library's behalf.

5. Events and Advantages

- 5.1. For events that include benefits (e.g., meals, tickets, premiums), PMPL will identify and disclose the advantage and apply CRA split-receipting only to the donation portion as defined in the *Donation and Gift Acceptance Policy (F3)*.
- 5.2. The calculation of 'advantage' for split-receipting must be approved by the Director of Library Services in accordance with the valuation methodologies outlined in Section 3.3 of Policy F3.

6. Recognition and Naming

- 6.1. Recognition for gifts and sponsorships will follow the *Naming and Donor Recognition Policy (F5)* (e.g., recognition tiers, donor walls, digital acknowledgments).
- 6.2. Naming rights (spaces, areas, programs) are governed by the *Naming and Donor Recognition Policy's (F5)* thresholds, Library Board approvals, terms, and revocation provisions.

7. Brand, Messaging and Public Communications

- 7.1. PMPL will ensure fundraising and sponsorship communications are accurate, non-deceptive, and transparent about purpose and use of funds.
- 7.2. Use of PMPL's name, logo, or images by sponsors/partners requires prior approval and adherence to PMPL brand standards.

8. Financial Controls and Record-Keeping

- 8.1. Sponsorship revenue and in-kind contributions will be recorded in accordance with [Canadian accounting standards for not-for-profit organizations \(ASNPO\)](#), or other applicable public sector accounting standards, as required.
- 8.2. Receipting for charitable gifts is governed by Policy F3; PMPL will maintain complete audit trails for all fundraising and sponsorship transactions per CRA guidance.

9. Reporting and Evaluation

- 9.1. Staff will report annually to the Library Board on:

- 9.1.1. Total funds raised by source (donations, sponsorships, events, third party),
 - 9.1.2. Cost to raise a dollar,
 - 9.1.3. Campaign outcomes vs. goals,
 - 9.1.4. Sponsorship inventory (active, pipeline, expiries),
 - 9.1.5. Compliance incidents (if any) and mitigations.
 - 9.1.6. Sector standards encourage transparent reporting of fundraising practices and outcomes.
10. Conflicts of Interest
- 10.1. Trustees, staff, and volunteers must disclose any actual or perceived conflicts of interest and comply with PMPL's conflict-of-interest rules. Sponsorships or fundraising relationships involving conflicts require mitigation or Library Board review as applicable.