

Fundraising and Sponsorship Policy

MUSEUM

STRATHROY-CARADOC

1. INTRODUCTION

As a non-profit organization, Museum Strathroy-Caradoc is always actively looking for ways to fundraise and gain sponsorship. Museum staff and Advisory Committee members will make every effort to locate funding sources. Possible funding sources include but are not limited to: municipal contributions, grant funding, private monetary donations, approved fundraising activities, corporate donations, and in-kind donations. Fund raising efforts help to build support for the Museum in the community. This policy and procedure manual will outline how donations are received by the Museum, how sponsorships can be established, how the Museum partners with the Museum Foundation and how fundraising in a non-profit organization can benefit not only the organization as a whole, but its surrounding community as well.

2. PRINCIPLES

The principles of this fundraising and sponsorship policy and procedure manual are:

- To maintain a more effective and efficient way of gaining sponsorships, fundraising ideas, and donations;
- To orient new members, directors, employees and volunteers about how Museum Strathroy-Caradoc operates from a fundraising and sponsorship perspective;
- To set a positive direction for Museum Strathroy-Caradoc. This manual will act as a guide for leadership and formulate interest in future fundraising and sponsorship initiatives;
- To provide continuity and consistency with regards to decision making processes. This manual will be available for consultation for every fundraising project and campaign;
- To ensure that current fundraising and sponsorship programs are updated regularly and reviewed.

3. ETHICS

The Museum will act in an ethical manner when in the pursuit of funding. Funding will not be acquired through illegal or ethically problematic avenues. (i.e. the collection cannot be sold in order to pay debts or create operating funds). The Museum will follow the CMA Ethical Guidelines. Whenever possible it is preferred that any fundraising activities undertaken by the Museum be supportive of the Museum's Mission and Statement of Purpose.

4. PRIVACY

All information concerning donors or prospective donors, including their names, addresses and telephone numbers, the names of their beneficiaries, the amount of their gift, etc., shall be kept strictly confidential by Museum Strathroy-Caradoc, its staff and volunteers, unless permission is obtained from donors to release such information.

If necessary, volunteers will be asked to sign a confidentiality agreement in order to ensure the protection of all monetary donations and sponsorships accrued by Museum Strathroy-Caradoc and its affiliates.

The type of donor information that the museum collects and maintains is as follows:

- Contact information: name, address, telephone number and e-mail address
- Giving information
- Information on events attended, publications received and special requests for program information
- Information provided by the donor in the form of comments and suggestions

It is shared with staff, board members, volunteers and consultants only on a “need-to-know” basis.

Museum Strathroy-Caradoc also assures donors that their names and addresses will not be shared with any third party unless permission has been granted. The Museum does not sell, rent or lease personal information to other organizations or agencies.

5. GIFT ACCEPTANCE

The public have two ways for giving funds to the Museum. They can give directly to Museum Strathroy-Caradoc or to the Strathroy Middlesex Foundation (The Foundation).

Museum Strathroy-Caradoc

5.1 Monetary Funds

Museum Strathroy-Caradoc seeks outright gifts and future gift commitments that are consistent with its mission. Donations will be generally accepted from individuals, partnerships, corporations, organizations, government agencies or other entities without limitations. If the acceptance of gifts from a specific source is inconsistent with the organization’s beliefs, values and mission, the gift will not be accepted.

Donors are encouraged to support areas reflecting their interests. A selection of commemorative gift opportunities may be made available to each donor. Such opportunities represent a tangible means of demonstrating an individual donor’s investment in Museum Strathroy-Caradoc.

Monetary gifts with restrictions will be accepted upon review of the restriction. These restrictions will be detailed in the donor’s gift or pledge commitment letter.

Bequests are handled by the Museum Foundation. Please see related *Fundraising and Sponsorship Policy*.

5.2 Gift-in-Kind Donations

Museum Strathroy-Caradoc accepts gifts-in-kind that support its mission, are consistent with its policies and are properly accounted for and acknowledged.

A gift-in-kind is an item such as equipment, software or a product that a donor voluntarily transfers to Museum Strathroy-Caradoc without charge or consideration.

In order to accept gifts-in-kind, the items must be approved by the Museum Advisory Committee and Strathroy-Caradoc Council.

Donors must complete a gift-in-kind form that includes the same name of the donor, a description of the item(s), the retail value of the item(s) and permission to publicly recognize the donation.

Once accepted, the donated item(s) become the property of Museum Strathroy-Caradoc, which retains the right to dispose of a gift-in-kind as it sees fit, unless another arrangement has been made with the donor.

5.2.1 Gifts of Goods

In order for a charitable donation receipt to be issued for gifts of non-cash goods, it must be possible to establish a fair market value for those goods. For donations of goods with an estimated value of less than \$1000, sufficient documentation should be obtained to establish the value (which may be in the form of research performed by staff). All objects with an estimated value of over \$1000 require an appraisal from an arm's length appraiser.

5.5.2 Gifts of Services

Contributions of services (i.e. time, skills, or efforts) are not property and therefore do not qualify as gifts for the purposes of issuing charitable donation receipts. Accordingly, charitable donation receipts may not be issued for services rendered free of charge.

However, Museum Strathroy-Caradoc may issue a charitable donation receipt if a person provides a service to Museum Strathroy-Caradoc, Museum Strathroy-Caradoc pays for the services and the person then returns the cash to Museum Strathroy-Caradoc as a gift. Cheques must be exchanged in order to provide an adequate audit trail for the transactions.

Under no circumstances are charitable donation receipts to be issued in exchange for an invoice marked "paid".

Museum Foundation

This organization is an arm's length charity and their mission is to support Museum Strathroy-Caradoc with fundraising efforts. Legacy Giving is the main focus regarding the Museum Foundation's fundraising activities.

For more information see the *Museum Foundation Policy*.

Donor Recognition Board

Individuals that donate monetary funds directly to the Museum Foundation have the option of being recognized on the Donor Recognition Board that is located in the lobby of the Museum.

Categories and Ways to Recognize

VISIONARY (\$5000 +)

- Name recognition on Museum Strathroy-Caradoc website
- Name displayed on special event documents (if applicable)
- Life membership to Museum Strathroy-Caradoc
- Name recognition in the "Museletter" newsletter

ADVOCATE (\$2500 - 4 999)

- Name recognition on Museum Strathroy-Caradoc website
- Name recognition in the "Museletter" newsletter
- 10 Year membership to Museum Strathroy-Caradoc

FRIEND (\$1000 -2 499)

- Name recognition in the "Museletter" newsletter
- Name recognition on Museum Strathroy-Caradoc website
- 5 Year membership to Strathroy-Caradoc

AFFILIATE (\$500 - 999)

- Name recognition in the "Museletter" newsletter
- 1 year membership to Strathroy-Caradoc

6. Gift-Entry and Recording

With regards to donations to Museum Strathroy-Caradoc, the following steps outline how information is collected and recorded.

- Record all cheques before they are accounted for and deposited.
- Update donor information in the database (PastPerfect) if the information on the cheque and/or response form is different. Note the date of the change in the record.

- Record gifts according to the donor's intended use, i.e. unrestricted, restricted (specific program or project), etc.
- Record in the system the source of the gift, i.e. direct-mail appeal, special event, personal solicitation, etc.
- Acknowledge all gifts within three business days using appropriate thank-you letters based on the gift level.
- In processing, all gifts will be coded in the donor database (PastPerfect) for the constituency source from which the gifts were given (i.e. individual, corporation, foundation, organization, etc.).
- Reports on gifts to be prepared quarterly and circulated to appropriate staff and or Advisory Committee for information purposes

7. CHARITABLE DONATION RECEIPT

7.1 Introduction

Museum Strathroy-Caradoc will conform at all times with the Canada Revenue Agency's (CRA) policies on charitable donation receipts as outlined in Interpretation Bulletin 110R3 and other policy statements. I

An up-to-date copy of IT-110R3 will be kept in the Museum Strathroy-Caradoc office along with a copy of the CRA Interpretation Bulletin 110R3. Any questions with respect to the issuance of charitable donation receipts should be referred to the Department of Financial Services for the Municipality of Strathroy-Caradoc.

For information on tax receipts regarding artifact based donations see the *Collections Policy*.

7.2 Form of Charitable Donation Receipts

All charitable donation receipts issued by Museum Strathroy-Caradoc are to conform to guidelines issued by the Canada Revenue Agency. Specifically, each receipt issued by Museum Strathroy-Caradoc will include:

- A statement that is an official receipt for income tax purposes;
- Museum Strathroy-Caradoc's registration number, name and address;
- The place of locality where the receipt was issued;
- The day on which or the year during which the donation was received or, where property other than cash is received, the actual date of receipt;
- The day on which the receipt was issued when it differs from the date of the donation;
- Amount of the gift (or fair market value of the gift at the time the gift is received if a non-cash gift);
- The name and address of the donor;
- Serial number of the receipt;
- If the donation is a gift of property other than cash, the name and address of the appraiser; and

- The name “Canada Revenue Agency” and the website address of the Canada Revenue Agency (www.cra-arc.gc.ca/charities)
- A duplicate of each receipt must be kept with Museum Strathroy-Caradoc’s books and records.

7.3 Approvals

The Director of Financial Services for the Municipality of Strathroy-Caradoc may sign donation receipts on behalf of Museum Strathroy-Caradoc for cash donations of \$20 or more upon request. All donation receipts for gift-in-kind donations (i.e. goods and services) must be signed by the Director of Financial Services as well.

7.4 Storage of Receipts

All charitable donation receipts should be numbered sequentially in order to avoid their loss or misuse.

All blank and unused donation receipts are to be kept in a locked drawer or cabinet in the Museum Strathroy-Caradoc office. Only office staff is to have access to the blank receipts. The blank receipts should be checked periodically to ensure that no receipts are missing. Any irregularities with respect to the blank receipts must be reported to the Director of Financial Services/Treasurer immediately.

CORPORATE SPONSORSHIP

Museum Strathroy-Caradoc looks for funding from organizations that are supportive of the museum's mission and statement of purpose. There are a range of sponsorships at the museum. Examples include but are not limited to:

- **Naming opportunities**
For a more permanent legacy, the museum will from time to time offer naming opportunities. A range of naming opportunities can be available for individuals, families, organizations, and corporations.
- **Exhibition**
Exhibition sponsorship offers companies a multi-platform marketing opportunity that includes prominent recognition in a comprehensive marketing and promotions campaign, employee engagement opportunities, and hosting opportunities

Sponsorship opportunities are also available for:

- **Programing**
- **Events**
- **Publications**
- **Artifacts**

Depending on the level of support, sponsorship benefits include but are not limited to:

- Signage in the Museum Gallery
- Recognition in press and media campaigns
- Acknowledgment on website
- Verbal acknowledgement at programs and events
- Exclusivity
- Use of museum trademarks and slogans
- On-site corporate displays
- Sponsor VIP package
- Membership to museum

A Corporate Sponsorship Brochure and or webpage will be created to highlight the types of activities the museum has to offer on a yearly basis.

For each sponsorship opportunity, a signed contract with the organization will be completed with all the particulars (including amount, time period, benefits etc.).

POLICY REVIEW AND APPROVAL

The Museum Strathroy-Caradoc *Fundraising and Sponsorship Policy* is approved by the Museum Strathroy-Caradoc Advisory Committee.

The *Fundraising and Sponsorship Policy* is to be reviewed on an annual basis, or at any time that changes are deemed necessary. The Director/Curator, in conjunction with the professional staff, conducts the review. The revised version is submitted to the Museum Strathroy-Caradoc Advisory Committee for approval.

This *Fundraising and Sponsorship Policy* may not be altered without the consent of the Museum Strathroy-Caradoc Advisory Committee.

Created: September 2013

Approved:

Museum Advisory Committee Meeting - Recommendation 010-13

Date: September 9, 2013

Chair: _____

Municipality of Strathroy-Caradoc Council Meeting

Date: October 7, 2013

Moved by Councillor Cameron and Deputy Mayor Richards: THAT: the following Minutes be received and filed and further that Council concurs with the Committees' recommendations:

Museum Advisory Committee Minutes September 9, 2013. Carried.