



Date: May 3, 2007

TO: Board Members – Parks and Recreation
FROM: General Manager – Parks and Recreation
SUBJECT: Donor Recognition Guidelines

RECOMMENDATION

THAT the Board approve the Donor Recognition Guidelines as outlined in this report to recognize donations made to the Park Board.

BACKGROUND

Financial contributions to the Park Board are a means of supporting our mandate and to assist the Park Board's long-term financial stability. Fund raising is a strategic priority of the Board and subsequently the Board approved the implementation of a fundraising program, which has experienced success in raising almost \$2 million. We continue to experience significant support from the community, including for the Stanley Park Restoration project.

Philosophy of Park Board Donor Recognition

The Park Board recognizes that a philanthropic gift is one whose worth is relative to means and that only the donor can define generosity. It is the act of giving and not the size of any donation that must be supported by our donor recognition, communication philosophy and actions.

Purpose of Park Board Donor Recognition

Donor recognition programs assist in acquiring new donors and retaining existing donors. The Park Board's current donor recognition program was developed to honour individuals for their support and to ensure that they are publicly thanked and acknowledged in the year that the gift was received. Our program is focussed on cultivating our existing donor base for future donation opportunities.

DISCUSSION

Current Recognition Program:

The Park Board's current Donor Recognition Program consists of the following:

- **Recognition in our Annual Report** – all donors who make gifts of \$1,000 or more in each calendar year are recognized in the Annual Report. Significant donations received by residents within the community are highlighted as a means to showcase donation opportunities and community support.
- **Donor Recognition Events** – Support from individuals or corporations are being recognized by the Park Board through a variety of donor recognition events such as cheque presentations and plaque unveiling ceremonies.
- **Public Recognition on Permanent Markers** – Where appropriate, recognition initiatives have been integrated into the projects itself. For example, for the Tai Chi fundraising campaign for the Queen Elizabeth Park Plaza, all individual donors and Tai Chi Groups who donated \$1,000 were acknowledged on a donor stone.
- **Annual Stewardship:** An annual stewardship program has been developed as a means to thank our donors and report back to them on the use of their gifts. This consists of a personal thank you letter signed by the General Manager and sent with our Annual Report.

Based on the generous outpouring of support from the community for the Stanley Park Restoration Project and the past two years success in fundraising, it is clear that residents and visitors have an interest and an ability to make significant contributions to our cause. We continue to receive this generous support, most recently with a focus on the Stanley Park Restoration Project.

For any successful fundraising program, it is prudent to ensure that communication and recognition around philanthropic gifts are donor-centered. This means that the fundamental interests of donors are paramount in the design and delivery of all donor communications and recognition, whether written or in person.

The following is a set of recognition guidelines to support fundraising.

Donor Recognition Guidelines

Who Is Recognized?

Our current donor recognition program recognizes all individuals, corporations, service clubs, community organizations and philanthropic foundations that make monetary donations and in-kind gifts to the Park Board. The donor recognition policy does not include recognition for sponsorship.

The donor reserves the right to remain anonymous and decline public (or private) recognition at all times. In lieu of placing a name on any public listing of donations, the word “anonymous” shall be inserted in place of the individual's name.

Guiding Principles of Park Board Donor Recognition:

The Park Board's donor recognition activities adhere to the following principles:

- All gifts, no matter what size, will receive a written acknowledgement.
- Gifts that comply with the guidelines of Revenue Canada for receipting will receive a charitable tax receipt. Non-receiptable gifts receive an acknowledgement receipt upon request.
- Our donors can expect to receive prompt acknowledgement of their gift to the Park Board. Thank you letters recognize each donor for the manner in which they give and size of their gift, and as much as possible, letters are personalized to acknowledge the gift, its designation, and the relationship of the Park Board with the donor.
- Our donors can expect to receive meaningful and measurable information on the use and impact of their gifts prior to being asked to give again. Donor recognition events are designed and executed to show-case donors' gifts at work, e.g., designated giving to specific programs or services.

Donor Recognition Categories and Acknowledgement Guidelines:

\$1 - \$999

Donors in this group will receive the following:

- Tax receipt and thank you letter signed by General Manager
- Acknowledgement in the annual donor list on the Donation Program section of the web site
- Invitation to an Open House Event hosted by the Park Board and Commissioners to thank donors, provide update on the project and engage donors in future giving opportunities

\$1,000 - \$1999

Donors in this group will receive all of the above, plus the following recognition:

- Acknowledgement in the Park Board's Annual Report

\$2,000 - \$9,999

Donors in this group will receive all of the above, plus the following recognition:

- Promotion on the Park Board web site through a donor story or corporate message

\$10,000 - \$49,999

Donors in this group will receive all of the above, plus the following recognition:

- Invitation to annual Major Donor Recognition Event hosted by Park Board and Commissioners to thank donors, provide update on the project and engage donors in future giving opportunities
- Invitation to a special 'behind-the-scenes' tour. Timing will be determined by the Park Board and its volunteer partners, e.g., The Stanley Park Ecology Society
- Token gift of appreciation with plaque to display and communicate to others the individual or corporation's commitment to the Park Board, e.g., framed photo of Stanley Park

\$50,000 - \$99,999

Donors in this group will receive all of the above, plus the following recognition:

- Opportunity to include a corporate message in the Park Board's Annual Report
- Opportunity to have a cheque presentation at a Park Board meeting
- Opportunity to have a donor recognition reception hosted by Park Board and Commissioners

\$100,000 - \$249,999

Donors in this group will receive all of the above, plus the following recognition:

- Opportunity to be publicly acknowledged by the Park Board through a press release
- Opportunity to be publicly acknowledged by the Park Board through a press conference
- Opportunity to have a cheque presentation with the Mayor and Commissioners in attendance

\$250,000 - \$999,999

Donors in this group will receive all of the above, plus the following recognition:

- Opportunity for banner placement at select locations
- Opportunity to be publicly acknowledged in a feature box on the web site
- Promotional opportunities through select advertising mediums

\$1,000,000 +:

Donors in this group will receive all of the above, plus the following recognition:

- Opportunity to be publicly acknowledged as the lead supporter on all Park Board donation announcements and media promotion including radio, television, web site and press releases relating to the Project
- Opportunity to have a personalized guided tour of the project

Tree Dedications or Park Amenity Program

Donors in this group have dedicated amenities 'in honour' or 'in memory' of a loved one. This group will receive the following recognition:

- Tax receipt and thank you letter signed by General Manager
- Acknowledgement in the annual donor list on the Donation Program section of the web site
- Invitation to an Open House Event hosted by the Park Board and Commissioners to thank donors, provide an update on the project and engage donors in future giving opportunities
- Acknowledgement in the Park Board's Annual Report
- A certificate of recognition sent with thank you letter and tax receipt
- Where significant numbers of trees or other amenities are dedicated in a specific location, donors will also be given acknowledgement on a donor recognition stone or plaque near the project

CONCLUSION

Significant initiatives have been undertaken by the Park Board to develop and further enhance fundraising activities, including developing a donor recognition program. Since the storm in Stanley Park of December 2006, it is clear that support from the community is strong and will continue to grow for causes within our mandate that have a direct impact on residents and visitors.

In order for the Park Board to further its fundraising efforts, our donor recognition program should be expanded to include many more opportunities to show our appreciation and to engage residents in our activities. The program must focus on cultivating our existing donor base for future donation opportunities and building new relationships within the community. The program must include communication that raises the level of awareness within the community about what the Board does and how giving back to the community through philanthropic financial support contributes to the community. Our expanded donor recognition program will provide the Board with new opportunities for us to showcase our appreciation and recognition of the generosity we receive from the community.

Staff recommend that the Board approve the above Donor Recognition Guidelines and authorize staff to use the guidelines for recognition of donor support for the Stanley Park Restoration Project.

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