



Date: October 15, 2007

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

RECOMMENDATION

THAT the Board receive this report for information.

POLICY

Contributions to the Park Board are a means of supporting our mandate and assist the Park Board's long-term financial stability.

On May 28, 2007, the Board approved a comprehensive donor recognition program. Its guidelines include sending thank you letters with tax receipts and recognizing donors, both publicly and personally, through events designed to show-case the impact of donors' gifts. The recognition program also acknowledges the need to be accountable by reporting back to our donors.

The recognition program is focused on meeting donors' needs. The fundamental interests of donors are paramount in the design and delivery of all donor communications and recognition. Recognition for philanthropic gifts must be donor-centered.

The Park Board's donor recognition program adheres to the following principles:

- All gifts will receive a written acknowledgement
- Gifts that comply with the guidelines of Revenue Canada for receipting will receive a tax-deductible receipt
- Donors will be provided with meaningful and measurable information on the use and impact of their gifts prior to being asked to give again

DISCUSSION

The overwhelming support received by the public after the December 2006 storm has resulted in more than 6,000 donors gifting \$9.5 million to the Stanley Park Restoration Project. To date, all 6,000 donors have received a thank you letter along with their tax receipt, and all donors are acknowledged on our web site donor list. As well, the Park Board website was used to showcase the corporate donors' contributions. In addition to phone calls and meetings with

donors, receptions and presentations at public Board Meetings were also conducted to provide opportunities to thank and recognize donors personally.

As part of our stewardship process and to foster our relationship with these valued donors, we need to publicly thank them through a donor recognition event.

The purpose of donor recognition events is:

- To honour and thank donors
- To be accountable for the use of their funds
- To encourage future donor support

A donor recognition event was originally planned for this summer; however, due to the labour dispute, these plans were put on hold. An interim plan has been developed, as detailed below.

- a) **Stewardship Report** – a pictorial book describing the Stanley Park restoration plan and the work completed to date will be developed and sent to all donors

# of Donors Addressed:	6,450
Timing:	November 2007
Cost:	\$50,000

- b) **Restoration Site Tour** - an invitation for a guided bus tour of the Stanley Park restoration area will be sent to all donors who have contributed \$10,000 or more

# of Donors Addressed:	50
Timing:	November 2007
Cost:	\$1,000

- c) **Tree Planting Ceremony** – an invitation to a ceremonial tree planting will be sent to all three levels of government and donors who have contributed \$1,000,000 or more

# of Donors Addressed:	4
Timing:	December 15
Cost:	\$2,500

CONCLUSION

This interim plan addresses the need to honour the contribution of our donors in a timely way, while recognizing the difficulty of doing so during the current labour dispute. Future plans include a public event unveiling the donor recognition stone during the opening celebrations of the revitalized Prospect Point area and opportunities for donors and the public to engage in tree planting events.

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