



Date: November 19, 2007

TO: Board Members – Parks and Recreation
FROM: General Manager – Parks and Recreation
SUBJECT: Donor Recognition & Stewardship – Stanley Park Restoration Progress Report

RECOMMENDATION:

- A. THAT the Board receive and approve the Stanley Park Restoration Progress Report.*
- B. THAT the Board approve that this report be sent to all donors who designated financial contributions to the Stanley Park Restoration as part of the Donor Recognition Program.*

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. The program includes sending thank you letters, tax receipts and recognizing donors through events designed to show-case the impact of donors' gifts. The recognition program acknowledges the need for the Park Board to be accountable for the use of donated funds by reporting back to our valued donors.

DISCUSSION:

On October 15, 2007, the Board approved an interim donor recognition program which included our recommendation to produce a Stewardship Report – a pictorial book describing the Stanley Park restoration plan and the work completed to date. The Stanley Park Restoration Progress Report (attached as Appendix I) provides a detailed summary of the work that has been done to protect the park and its visitors, to restore the worst hit areas and to rebuild the seawall. This report will be sent to approximately 7,000 donors who provided financial support to the Park Board through private and public donations.

CONCLUSION:

As the beneficiary, it is the Park Board's responsibility to acknowledge and report on the use of all donated funds. The report will provide donors with meaningful and measurable information on the use and impact of their gifts. Stewarding our donors in this manner will provide an opportunity for the Park Board to once again thank our donors, to be accountable and to engage donors prior to being asked to give again.

Prepared by:
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