



MANAGEMENT REPORT

Date: December 7, 2015
Author: Sandra Singh, Chief Librarian
Phone No.: 604-331-4007
VanDocs #: DOC/2015/376426
Meeting Date: December 16, 2015
TO: Library Board
FROM: Chief Librarian
SUBJECT: Donor Recognition Policy

SUMMARY

This report discusses the Board's Donor Recognition Policy and requests reconsideration with regards to the renaming of existing branches, including the Central Library, in recognition of significant philanthropic contributions to the Library.

PURPOSE

This report is for decision.

RECOMMENDATION

That the VPL Board approve the proposed revisions to the Library's Donor Recognition Policy as presented in Appendix C of this report.

POLICY

The Board's existing Donor Recognition Policy notes:

The exterior of Library branches will not be available for corporate naming opportunities.

The exterior of existing Library branches will not be available for individual re-naming opportunities.

New or replacement Library branch buildings will be available for individual commemorative or philanthropic naming on the approval of the Library Board and following neighbourhood consultations.

STRATEGIC IMPLICATIONS

Philanthropy represents a significant opportunity for the VPL to extend its reach and effectiveness in the community.

BACKGROUND

While it is essential that a public library's core operations remain publicly funded, increasingly Canadian libraries are looking to philanthropy to enable them to extend and amplify their services beyond what they are able to accomplish with public funding alone. In VPL's case, many years of cost reductions to balance the budget is resulting in increasingly diminished capacity to respond to emerging service demands. The Library must look to new sources of revenue to assist in reaching impact aspirations. Given the Library Act significantly and appropriately limits what public library services may require a fee for use, philanthropy remains the most significant opportunity for the library.

The VPL Foundation has made significant advances in recent years with regards to preparation for significant fundraising campaigns, including early planning for the campaign to raise funds for the conversion of Levels 8 and 9 of the Central Library and the creation of the high-demand public garden. In recent months, Foundation representatives have discussed with Library staff the potential for naming existing branches and the Central Library in recognition of significant philanthropic contributions to the library.

The Library Board's existing Donor Recognition Policy provides broad policy framework for donor recognition at VPL, guiding VPL staff in their support of and partnership with the VPL Foundation Board and staff. The Policy allows for the philanthropic naming of new or replacement buildings, but does not allow for philanthropic naming of existing buildings. As noted above, most recently the Foundation has requested the Board reconsider its policy regarding the re-naming of existing library branches, including the Central Library. They have noted that such opportunities are meaningful for the philanthropic community and could result in significant benefits to VPL, allowing for extensive service enhancements and amplification of impact and benefit.

The VPL Board has taken several positions over the years with regard to the potential of naming of buildings as a philanthropic recognition for a significant contribution to the Library. The Library Board involved in the original Central Library capital campaign offered the naming of the Central Library as a recognition opportunity for a significant capital contribution in the day. In 2011, the VPL Board named the replacement branch for the Riley Park Branch at the new Hillcrest Civic Facility the Terry Salman Branch as a dual commemorative/philanthropic recognition of the VPL Foundation Chair's long service to the library through his leadership of the VPL Foundation and a significant donation to the library. Both of these situations reflect name recognition of a replacement building.

DISCUSSION

Context

VPL has relatively long timelines for branch redevelopment. As one of many city-funded departments/Boards, Vancouver's public library buildings represent 21 buildings in an inventory of over 300 buildings that the City maintains and opportunities to completely redevelop a library branch are widely spaced as per the capital planning process and understandably limited capital budgets. There is only so much the City can afford to accomplish in any given plan.

At the same time, VPL would benefit significantly from increased engagement with the philanthropic community. Supplements to the limited funding received from the City for capital improvements to branches and program endowments to extend the library's reach and impact in the community beyond what increasingly constrained operating funds allow are just two potential benefits of increased significant philanthropic investment in the library.

A survey of libraries across the country indicates a growing trend of library boards being open to naming branches and related spaces in honour of individuals when certain criteria are met. These include: the reputation and integrity of the donor whose name is proposed, the history of the donor's support of libraries and literacy and the donor's compatibility with, understanding of, and support for the Library's mission and mandate. A summary of named libraries across Canada is included in Appendix A and a summary of sample Library Board policy relating to naming as donor recognition is included in Appendix B.

The significance of the financial contribution in relation to the cost of the project is a strong consideration. Organizations surveyed indicated that the gift level required for such a naming should reflect a "significant portion" or at least 50% of the construction or renovation costs. With the exception of the Toronto Public Library, libraries surveyed indicated that branches could be named for donors during their lifetime. Two libraries (Calgary¹ and Edmonton) have recently renamed branches in honour of individuals in recognition of lifetime service to their organizations, and two libraries, (Calgary and Halifax) indicated a willingness to rename their central branches should the optimal gift opportunity arise.

Attached for Board information are excerpts from other library boards' donor recognition or naming recognition policies.

For consideration at VPL

The current VPL Board Donor Recognition Policy has two components the Board is asked to reconsider:

¹ In the case of Calgary, a long time board member made a \$1 million planned gift commitment to CPL.

The exterior of existing Library branches will not be available for individual re-naming opportunities.

New or replacement Library branch buildings will be available for individual commemorative or philanthropic naming on the approval of the Library Board and following neighbourhood consultations.

The Chief Librarian and the VPL Foundation request that the Library Board reconsider the limitation of only considering naming for new or replacement branches and the requirement for community consultation. Offering the re-naming of existing branches in recognition of a significant financial contribution to the Library would provide the Foundation with more opportunities to garner philanthropic support for the library and would, in turn, significantly increase the reach and impact of public library services.

In order to preserve the neutrality of the library, staff do not request reconsideration of the policy that forbids corporate naming.

If the Library Board is willing to approve the philanthropic re-naming of existing branches (i.e., family recognition), a number of specific facets deserve attention:

1. Recommended Exceptions

There are some branches in the VPL system that are named in recognition of individuals who had a significant impact in the community (e.g., Joe Fortes, Richard Marpole) and a few branches that are named after the neighbourhood, which happens to be named after a person (e.g., Strathcona). Staff recommend that branches that were intentionally named to recognize a person (e.g., Joe Fortes, Terry Salman, Richard Marpole) or were named through a public process (e.g., the new náčá?mat ct Strathcona branch) not be eligible for re-naming and that branches that are named using the neighbourhood name alone (e.g., Hastings, Oakridge, Dunbar, Champlain Heights, Kitsilano, West Point Grey, etc.) be potential sites for re-naming.

2. Form of name

There are a number of options for the form of the name.

Where branches are eligible for renaming and are named after a neighbourhood, the library could include the name of the neighbourhood in the branch name for clear identification. An example of this in effect for a non-philanthropic purpose is the new náčá?mat ct Strathcona branch library name. A similar example for philanthropic naming could be: *E.W. Smith Oakridge Branch*².

² This is the name of a fictional philanthropist and will be used throughout this report to provide examples.

That noted, branches named after people – Terry Salman Branch and the Joe Fortes Branch – have not suffered from misunderstood identity and have not detracted from the geographic identity of the library. Accordingly, a re-named branch could be: *E.W. Smith Branch*.

The library could also consider including the geography of the name in a more unusual but perhaps more compelling way in terms of emphasizing the philanthropic name: E.W. Smith Branch on Cambie or E.W. Smith Branch on Hastings.

For the Central Library, naming could be E.W. Smith Central Library at Library Square or the E.W. Smith Library at Library Square.

3. *Value of the contribution*

While some libraries have associated naming to a significant portion of renovation costs, VPL staff recommend that this level might be too low given the scale of renovations feasible in most existing library branches (i.e., the full renovation costs are not significant enough to name a building), the public profile of the library, and the public goodwill the library receives and values.

Staff recommend that the Board identify a range of financial contribution that would result in the philanthropic re-naming of a library branch, with staff and the Foundation to negotiate specifics based on the size and location of the branch and other factors deemed relevant. As per the Board Policy, the final naming would be approved by the Library Board.

4. *Community consultation*

Community consultation in reference to specific naming opportunities presents a significant barrier for the Foundation and any potential donor, even if the consultation is generic so as to inquire about philanthropic naming in general for that specific branch. This is a process that is not in place in other organizations that rely on philanthropy to enhance their operating budgets and places VPL at a disadvantage in terms of security we can offer the Foundation and its potential donors.

As the community governors of the library, the Library Board is in a position to weigh the advantages and disadvantages of naming as a recognition opportunity in relation to the Library's service priorities and budget and other pressures and to determine the appropriateness of a potential recognition approach.

Philanthropic naming of libraries is typically for the lifetime of the building but is increasingly negotiated by Foundations as part of the gift agreement with the donor.

Other Facets or Issues for Consideration

Recognition of First Peoples

During its recent community consultation regarding the naming of the new branch on Hastings at Heatly Streets, library staff contemplated the potential for adding a First Nations name to all library branches. If this were desired, staff would recommend not including the neighbourhood name in the branch name, but instead using an appropriate First Nations word: E.W. Smith [word] Branch Library. There are many additional ways to acknowledge First Nations heritage and culture. For example, VPL could actively seek opportunities in collaboration with First Nations communities to integrate First Nations culture into the interior of branches to recognize the importance of these communities.

Family/Company Names

There are a number of companies that are named after the family names of individuals. In these cases, staff believe the family name would be reasonable to use in the naming. However, because the naming is not a corporate sponsorship but a philanthropic family recognition, company logos and affiliation are not used. So for example, E.W. Smith's company Smith Industries could not name the Central Library, but his family's Smith Family Foundation could. So the name could be the Smith Central Library, but there would be no corporate affiliation or logo.

Disgraced Persons

The Board may need to consider what would happen in the event that a person that a library branch is named after ends up in a significant disgrace, such as being convicted of a crime that is in clear contradiction with the library's values. The Foundation could be asked to consider how to integrate caveats regarding such circumstances into gift agreements.

RISKS

The Library staff, Foundation staff and Board, and Library Board are all sensitive to the importance of the public trust and goodwill invested in the public library. If philanthropic renaming of library branches is approved, consideration will need to be given to all potential building naming opportunities to ensure that the library's reputation and goodwill are strengthened and not diminished by the association.

SUMMARY OF RECOMMENDATION

Staff recommend that the Board approve revisions to VPL's existing Donor Recognition Policy [BD-L-2014] to allow for individual re-naming on the exterior of existing Library branches, and to eliminate the requirement for neighborhood consultations in the philanthropic naming of new or replacement Library branch buildings, including Central Library, provided that the gift represents a significant contribution to the Library, and that the Library Board has given their approval of the proposed naming.

The proposed revisions to the draft policy are included in Appendix C.

FINANCIAL IMPACTS

There are no financial impacts to this policy decision beyond creating greater opportunities for the Foundation to raise support for the Library.

NEXT STEPS

If the Board approves these policy amendments, staff will develop a recommended minimum value for the philanthropic naming of the Central Library for Board approval.

Minimum values for philanthropic naming of other branches will be determined on a case-by-case basis.

FINAL REMARKS

Like all publicly funded institutions, the VPL is faced with increasingly restricted financial means. While a public library should never rely on philanthropy for core service delivery, the benefits and impacts of public library service can be amplified by the investment of the philanthropic community. The recommended reconsiderations noted in this report seek to create more and greater opportunities for the Foundation to raise funds in support of the enhancement and extension of public library services beyond what we are able to accomplish through basic operation and civic capital funding alone.

APPENDIX A: SUMMARY OF NAMED LIBRARIES ACROSS CANADA

Please note that this is not a comprehensive list

Library	Location	Gift details
UNIVERSITY LIBRARIES		
Wallace McCain Learning Commons	Dalhousie, NS	Gift from the McCain Foundation
Killam Memorial Library	Dalhousie, NS	\$30 million gift from Dorothy Killam in memory of her late husband I.W. Killam
Nahum Belber Law Library	McGill, QC	He was the lead donor to the new library in 1998
Ralph Pickard Bell Library	Mt. Allison, NB	Result of a bequest by his late wife to Mt. Allison University in 1964; he was Chancellor at the time. Library was opened in 1970.
Gertrude Whitley Performance Library	McGill, QC	Result of gift from the Whitley Foundation in 2005
Schulich Library of Science and Engineering	McGill, QC	Named in 2001 in recognition of donations from Seymour Schulich to McGill
Isobel Firestone Music Library	U of Ottawa, ON	Her husband was a professor
Gerstein Science Information Centre	U of Toronto, ON	Named in recognition of gifts from the Frank Gerstein Charitable Foundation
Allyn & Betty Taylor Library	Western, ON	It's not clear that their <i>specific</i> gifts to the library resulted in this naming but they were generous donors to Western (he served as Chancellor)
C.B. "Bud" Johnston Business Library	Western, ON	He was Dean of the Business School, named as a result of his gifts to Western
John & Dotsa Bitove Family Law Library	Western, ON	Named in honour of their giving
D.B. Weldon	Western, ON	Gifts from family to name the library in their father's honour
Peter F. Bronfman Business Library	York, ON	Part of the Schulich School of Business

Lyons New Media Centre	McMaster , ON	Named in honour of a gift from Margaret & Ed Lyons in 2010
Jan and Mien Heersink Reading Pavilion	McMaster, ON	Four sons donated \$1.3 million in honour of their parents in 2007
McPherson Library	UVic, BC	Named for Thomas McPherson bequest
William C Mearns Learning Centre (part of McPherson Library)	UVic, BC	\$5 million gift from the Mearns Family in 2005; \$20 million campaign
Musagetes Library	Waterloo, ON	Gift from the Musagetes Foundation (RIM executives)
Albert D. Cohen Management Library	U of Manitoba	Recognition of gift in 1987
Winspear Business Library	U of Alberta	Recognition of a gift from Francis Winspear
Samuel & Frances Belzberg Library	SFU	Recognition of gift
Riddell Library & Learning Centre	Mount Royal U, AB	Named for Riddell family of Calgary for their "significant" donation in 2014
Harriet Irving Library	U of New Brunswick	Gift from Irving Family
David Lam Management Research Library	UBC	Gift from David Lam in 1985, reopened in 2011 with a gift from Canaccord in honour of Peter Brown
Irving K. Barber Learning Centre	UBC	\$20 million gift in 2007
PUBLIC LIBRARIES		
Izaak Walton Killam Memorial Library	Yarmouth, NS	1961 gift from Constance Killam and Elizabeth Rodgers in memory of their late brother I.W. Killam
L.E. Shore Memorial Library	Thornbury, ON	In recognition of Leslie Shore's gifts - 1989
Stanley A Milner Library	Edmonton (Central Branch)	In 1996 the library was officially renamed the "Stanley A. Milner Library," in honour of petroleum business leader, philanthropist, former city councilor, and former Library Board Chairman

Jim and Mary Kearl Library	Cardston	?
Judith Umbach Library	Calgary PL	Named for a \$1 million planned gift (expectancy – not realized)
John M. Cuelenaere Public Library	Prince Albert, SK	John Cuelenaere bequeathed one third of his estate towards a new library building in 1967. The Prince Albert Public Library was named in John Cuelenaere's honour in 1974.
Gaynor Family Regional Library	Selkirk, MB	Named in honour of gift from Gaynor Family - \$1.5 million in 2012 (campaign was \$5.5 million in total)
Dr. Huq Family Library	St. Catharines, ON	Named in recognition of \$200,000 gift in 2013
Merril Collection of Science Fiction, Speculation & Fantasy	Toronto, ON	Named as a result of a gift from author Judith Merrill in 1970
Jess Hann Branch	Oshawa, ON	Branch began as donated space by Mr. Hann's son, subsequent gifts have benefited collections and renovations in 1989.
Nikola Budimir Memorial Resource Library	Windsor, ON	Named as a result of gift of land to build the library (1960's)
Judy Sills Library of Music	Calgary, AB	She donated funds to start the library (part of the Alberta Chapter of Carl Orff Canada)

APPENDIX B: SAMPLE LIBRARY DONOR RECOGNITION POLICY RELATED TO NAMING

Please note that this is not a comprehensive list.

LIBRARY	NAMING CRITERIA	COST IMPLICATIONS
Toronto PL	<p>The Library will give priority to naming its buildings after their geographic location, either the community or the street location where they are situated.</p> <p>Alternatively, consideration will be given to naming, where appropriate, after the type of service or function offered at that branch. In exceptional circumstances, consideration will be given to naming a branch after an individual whose contribution to the Library or the City of Toronto, is well documented and is widely recognized and valued. At least two years shall have passed since the individual’s death.</p>	<p>The Library will consider naming branches, rooms, program or collections after the donor/sponsor in recognition of significant financial gifts, or gifts in kind, to the Library. The general policy guidelines outlined above will apply.</p> <p>In addition, the following will apply: the gift shall constitute a significant portion of the total cost of the branch, room, program or collection to be named – either funding the total cost of the project, or providing a substantial proportion of the required funding for the project. In the case of an existing branch, room, collection or program to which a naming opportunity is applied, the associated gift shall be commensurate with the market value of the opportunity as identified by the Toronto Public Library Foundation.</p>
Calgary PL	<p>The Board supports the ongoing practice of entering into naming rights agreements with donors where such relationships are mutually beneficial and are consistent with the guidelines set in this policy.</p> <p>Under the conditions of this policy, the CPL Foundation will pursue such agreements on behalf of the Library. The Library will not enter into a naming rights agreement for the entirety of a Library facility with a for-profit corporation or commercial enterprise.</p>	<p>In judging the suitability of a naming rights proposal, the following will be considered: the significance of the proposed financial contribution in relation to the project; the urgency of the need for the project, or of funding for the project; the reputation and integrity of the donor whose name is proposed; the acceptability of the donor from the perspective of current community standards; the history of the donor’s support of libraries and literacy; the donor’s compatibility with, understanding of, and support for the Library’s mission and mandate.</p>

	<p>To maintain the value of naming rights, the Library, in moving forward, will recognize the extraordinary contributions of Board Members, staff, volunteers, and community leaders in unique recognition programs that do not involve the naming of buildings, their elements, or other tangible assets.</p>	<p><i>Naming of new Central Library is set at \$35 million. As for branch libraries, they don't have a specific policy, but recently renamed a branch in recognition of a \$1 million (planned gift) from a long-time board member for CPL and CPLF. Renaming of branches is on a case by case basis and only for very extraordinary circumstances.</i></p>
Halifax PL	<p>The Halifax Public Libraries Board will give priority to naming its branches and buildings based on the geographic location.</p> <p>The objective is to identify and locate branches by giving branches and buildings clear and simple names, based on geographic location.</p> <p>Priorities include: Names based on geographic location, clear and simple names, Names that reflect a significant contribution by persons or organizations to the library or its mission.</p> <p>Consideration will be given to naming after the centre or complex in which the branch is located.</p> <p>All property under the umbrella of the Halifax Central Library will have the opportunity to be named, with the exception of the building itself. Naming opportunities will be offered to donors by the Library in accordance with this policy.</p>	<p>The donation amount for a naming opportunity for each room, centre or area, will be determined and approved by the Halifax Regional Library Senior Management and Halifax Regional Library Board as the plans for each area are prepared. In general, the gift level required for naming each room, centre or area should reflect at least 50% of the construction cost but also take into consideration the elements above.</p> <p>The standard for naming a specific room, centre, or area will take into consideration other naming opportunities in the Canadian market and be concurrent with the objectives of the Library. Each naming opportunity is unique and the desirability, visibility, prominence, and traffic flow of the specific room, centre, or area will guide the donation level that is suitable for a naming opportunity. Likewise, the naming of a specific room, centre or area does not mean that the programs or physical spaces within an area are included in that naming opportunity.</p> <p><i>They are not considering renaming their Central branch, but depending on the magnitude of the gift, the board might revisit. The building is worth \$57 million so a \$30</i></p>

		<i>million gift might attract the board's attention. As for branches, on the record, they've said "no" but not carved in stone if an extraordinary opportunity came along.</i>
London PL	The naming of branch libraries will be considered based on the following priorities: after their geographic location: either the community or the street location where they are situated or consideration will be given to naming, where appropriate, after the type of service or function offered at that branch. In exceptional circumstances, consideration will be given to naming a branch after an individual whose contribution to the Library, is well documented and is widely recognized.	<p>The gift shall constitute a significant portion of the total cost of the branch, room/service area, program or collection to be named – either funding the total cost of the project, or providing a substantial proportion of the required funding for the project. A naming schedule will be developed to identify naming opportunities with gift levels specific to capital projects. In the case of an existing branch, room/service area, collection or program to which a naming opportunity is applied, the associated gift shall be commensurate with the market value of the opportunity.</p> <p>Requests for naming will be done on a case-by-case basis with consideration given to: whether the initiative could proceed without the gift, donation or sponsorship; the urgency of the need for the initiative; the distinction, reputation and integrity of the individual, organization or corporation whose name will be used; and/or the relationship of the individual, organization or corporation to the Library.</p>
Hamilton PL	Requests to name a room or facility to recognize a donation or bequest are evaluated by the following criteria: the name should be appropriate for a public library; in the case of an individual, agreement to the naming proposal must be confirmed with the individual to be named, and if deceased, by the immediate family; the physical condition of the room or facility must be assessed to	<p>When a naming opportunity is to be established as part of a capital campaign, the monetary value of the donation must be considered in relationship to the entire building/renovation cost and not just the portion that is raised by a fundraising campaign.</p> <p><i>At this time they do not foresee naming any branches, but</i></p>

	ensure that it projects a positive image of the donor; the proposed naming opportunity should complement the purpose of the donation.	<i>are considering the naming of spaces within existing branches.</i>
Greater Victoria PL	<p>New library branches are named by Council decision of the municipality in which the branch is geographically located in consultation with the Library Board.</p> <p>Naming opportunities within the library (e.g. designation of rooms, special furniture, equipment or discrete areas within the Library) may be considered by the Library Board. If a library facility is relocated, the facility may be renamed to reflect the new location.</p>	Appropriate financial contributions for such naming opportunities will be determined by the Library Board.
Edmonton PL	<p>Naming of new or existing facilities will comply with the provisions of the City of Edmonton Naming Policy.</p> <p>Naming a municipal facility after a person shall be commensurate with the contributions of the person being honored and having regard to the person's achievements or areas of interest. The City of Edmonton encourages that the names to be honoured reflect the heritage, cultural, ethnic or gender diversity of the community, including early pioneers who have contributed significantly to the city.</p>	Three libraries in Edmonton are named for individuals – two of them during their lifetimes – and all for lifetime service to EPL.
Georgian Bay PL	The Library branches themselves, as public and publicly funded spaces, if named, will be named for the promotion of civic sensibilities, for example: civic heroes, geographically appropriate names, writer/book oriented names, names illuminating the mission/mandate of public libraries. The lead donor(s) to a capital project like a new library branch or major renovation to an	Naming opportunities will include areas within the existing branches as well as new capital items. Buildings, rooms, equipment, furnishings, grounds as well as programming initiatives can all be named. The Library will maintain an inventory of naming opportunities and assign a dollar value to each naming opportunity. Dollar values

	<p>existing branch (whose gift is at the right level) will be encouraged to be involved in the name selection process working within the guidelines provided above and in consultation with Council in the case of Township owned buildings.</p>	<p>will relate to: the actual value of the capital item; the amount of visibility the item has to the public; the perceived prestige of the item.</p>
<p>Ottawa PL (for the city)</p>	<p>A commemorative name honours individuals who have:</p> <ul style="list-style-type: none"> • Demonstrated excellence, courage or exceptional service to the citizens of the City of Ottawa, Province of Ontario and/or Canada; • Provided extensive community service; • Worked to foster equality and reduce discrimination; • Made a significant financial contribution to a park or facility, and the contribution significantly benefits the community that the park or facility serves (i.e. the park or facility may not have otherwise been possible without the financial assistance); or • Who has historical significance to the community, City of Ottawa, Province of Ontario and/or Canada. <p>Any member of the public or City Council may submit a name to the City for consideration. As part of the process, a preliminary investigation of the commemorative name will be conducted to ensure the name has not been used in the past and that the nomination is meritorious. Following the preliminary investigation, all proposals require the completion of a formal application form.</p> <p>Applications to commemoratively name parks and facilities are forwarded to the Commemorative Naming Committee. If the Commemorative Naming Committee approves the application, it will then be subjected to a 30 day public consultation phase to ensure there is community support for the proposal. Following the consultation process, the Commemorative Naming</p>	

	<p>Committee – consisting of applicable departmental City staff, the Mayor or his/her designate and the Ward Councillor – will be reconvened to consider the comments received. The Commemorative Naming Committee will then make a recommendation to the applicable standing committee and City Council to proceed with the application.</p> <p>Written submissions and/or petitions received during the 30 day public consultation phase must be verifiable. To that end:</p> <ul style="list-style-type: none"> • Each written submission must include the submitter’s full first and last name; and • Any petition must adhere to the guidelines outlined in Council’s Petition Policy with respect to petition requirements. 	
INFORMATION FROM US LIBRARIES		
Seattle PL	<p>All facilities of The Seattle Public Library will be identified with the "The Seattle Public Library" and designated with names that are descriptive of the geographic service area only.</p> <p>The Library Board of Trustees recognizes that certain donors deserve specific recognition for their personal commitments to the common good. This will be accomplished by recognizing their gifts through commemorative plaques and naming of areas. The Board authorizes The Seattle Public Library Foundation to carry out such a program for recognition of major donors, as approved by the Board, with the clear understanding that the standards and guidelines of the program at all times will be administered unitarily and equally.</p>	<p>Honoring opportunities can be offered to individuals, foundations or corporations in recognition of substantial funding for the library and its programs. Donors seeking such opportunities will have the choice of (a) honoring a leading community figure or local hero, or (b) requesting that either they or another individual or entity of their choice be recognized. Honoring opportunities do not extend beyond the useful life of the spaces or facilities within which they are located.</p>
Prince George’s County	<p>A significant area within a library branch may be named for individuals, families or entities meeting one or more of the following criteria: extraordinary service to the Prince George’s</p>	<p>Donors who have made a significant financial contribution to the Library including donors who have made a significant contribution toward the construction</p>

(Maryland)	County Memorial Library as a staff member; distinguished person who has provided extraordinary service to the Library or who otherwise merits special recognition.	or operational support of a new Branch or major renovation of an existing Branch or other facility, an endowment for maintenance and operating costs of a Branch, or other program or activity at the Prince George's County Memorial Library.
San Francisco PL	<p>It is the policy of the SFPL to name libraries according to geographic location and to identify each branch facility with the neighborhood where it is located or the neighborhood it primarily serves. It shall be the general policy of the Library not to name any library facility for any person, living or deceased. However, in the rare instance where there are reasons so compelling that adding the name of a person to the geographic name of a specific branch library, or to another library facility, may be appropriate, it shall be the policy of the Library not to name any library facility for any living person, or for any person deceased less than one year.</p> <p>In summary, adding the name of a person to a library facility is reserved for the rare individual whose dedication and service to the Library system or the library facility in question is extraordinary, unique and of the highest quality.</p>	<p>The Library Commission shall, either at the time it approves the addition of an honorific name, or in a subsequent meeting, designate the method of display of the name addition, which may be by exterior building signage, interior plaque, or any other means appropriate to the specific site.</p> <p>The party who proposed the name to be added to the geographic name of a branch library or other library facility shall bear all costs associated with adding the honorific name, including staff time and material expenses, unless the Commission finds it in the public interest to waive this requirement in whole or in part.</p>
Hartford PL	<p>It is the policy of Hartford Public Library from time to time to recognize the generosity of an individual(s) and/or corporation(s), foundation and/or other donor(s) by choosing to create a specific naming designation for a collection, facility or portion of a facility. Naming opportunities are also available to honor a person's significant service to the Library or to the society at large.</p> <p>The Board of Directors of the Library has the sole right to name or rename collections or facilities. The Library's chief executive</p>	<p>The Board may name or rename library buildings. The Board will review, consider and approve or decline a proposal that a library building bear a designated name only when a prospective donor wishes to make a substantial gift to the Library or when the naming opportunity is to honor a person who has contributed significantly to the social, academic, scholarly, research or political life of the community.</p>

	<p>officer may recommend naming opportunities to the Board’s Development Committee for consideration. The Development Committee will make its recommendation to the full Board.</p> <p>Naming a collection, facility or portion of a facility to honor individuals who have contributed significantly to the social, academic, scholarly, research or political life of the community rather than a donor is permitted. Generally the Library does not allow the naming of a collection, facility or portion of a facility after a living person.</p>	<p>For contributions toward an existing building, a substantial gift is defined as at least 25 percent of the current assessed value of the facility or a number agreed upon by the Board.</p> <p>For contributions toward new construction or significant renovation of an existing building, a substantial gift is defined as at least 25 percent of the total project cost or a number agreed upon by the Board.</p>
Carnegie-Stout Library (Iowa)	<p>The Library will work with donors to arrange appropriate recognition for gifts to the Campaign. Depending upon the scale and purpose of the gift, this recognition may include naming opportunities, press releases for the public media, and special events.</p>	<p>To name an entire facility or section: a gift (for endowment or capital purposes, or some combination thereof) equal to at least 50% of the overall costs of the facility or section.</p> <p>To name particular rooms or areas: a gift (for endowment or capital purposes, or some combination thereof) that is proportional to the overall naming of the entire facility, based on the square footage and relative prominence of the space to be named.</p>

Donor Recognition [BD-L-2014]

Introduction

Vancouver Public Library is a cornerstone of the community and we are grateful for the community support that we receive. Vancouver Public Library, the Vancouver Public Library Foundation and the Friends of the Vancouver Public Library recognize the important role of private philanthropy and corporate support to supplement government core funding and to assist the Library to fulfill its mission and enhance events, programmes, activities and services the Library offers to the community.

Definitions

A sponsorship is a mutually beneficial business exchange between the Library and an external organization (hereinafter the sponsor) whereby the sponsor contributes funds, products or in-kind services to the Library in return for recognition, acknowledgement or other promotional considerations. Sponsorships involve an association between the sponsor and the Library and/or the specific programme, event, service or activity being sponsored. Tax receipts are not issued for funds, products or in-kind services made to the Library.

A philanthropic gift or donation is an arrangement where a donor contributes cash and/or in-kind goods or services to the Library, the VPL Foundation or the Friends of Vancouver Public Library without expectation or requirement of a reciprocal benefit. While most donors expect some form of recognition as a result of their gift, the recognition is marginal in value relative to the value of the gift as defined by the Canada Revenue Agency.

Donor Recognition

All donations will receive a tax receipt and all donations over \$25 will receive a letter of thanks. Further, all gifts over \$250 will receive name recognition in the Library's Annual Report. Additional recognition, where feasible and appropriate, will be associated with, but not necessarily limited to the service, collection, or area appropriate to the gift. VPL staff will work with VPL Foundation to create a thoughtful and appropriate recognition plan for gifts of \$20,000 or greater. Staff will also review previous donations and recognitions when considering recognition plans for new gifts.

Recognition of significant in-kind gifts may utilize most of the same recognition vehicles which we have designed to recognize monetary gifts.

Publicity of donations may also be considered, with the concurrence of the Library and/or the VPL Foundation or the Friends of VPL and the donor(s).

Corporate Logos

Because Library buildings and the Library website are non-commercial public spaces, corporate

naming, not logos, will be used in permanent recognition honouring corporate donors, for example, named rooms, named funds, or named collections.

Major Gifts - Recognition Opportunities

There are a number of recognition possibilities available to individuals, foundations or corporations to honour substantial gifts made to benefit Vancouver Public Library. These opportunities range according to the size of the gift, and can include:

- Recognition as a generous benefactor at VPL and VPL Foundation events
- Photo opportunities, including cheque presentations
- Photos, articles and videos on VPL Foundation website
- Public thanks on VPL and VPLF social media including Facebook and Twitter
- News releases to local and national media highlighting donor's contributions
- Recognition on library branch donor walls
- Establishment of a Named fund

Depending on the size and nature of the gift, recognition options may include naming of rooms or space within a VPL branch. Donors receiving such opportunities will have the choice of a) honouring a leading community figure or local hero, or b) requesting that either they or another individual or organization of their choice be recognized. Naming opportunities do not extend beyond the useful life of the equipment, materials, spaces or facilities where they are located, unless otherwise specified in a gift agreement signed by donor, VPL, and VPLF representatives

Naming opportunities for people or organizations are guided by the following principles:

- When the amount of the gift reflects the perceived value of the space to be named.
- The name to be used is appropriate for enhancing the image of the Library in the community.

Within the interior of each branch library, there may only be a limited number of major naming opportunities available. If these opportunities are all committed, alternative recognition options can be explored. Donor's names will not have prominence over the Vancouver Public Library name and/or logo. Library events, programmes or services will be named to reflect that it is a Vancouver Public Library activity with funding provided by the donor.

Naming of Library Branches

The exterior of Library branches, [including the Central Library](#), will not be available for corporate naming opportunities.

~~The exterior of existing Library branches will not be available for individual re-naming opportunities.~~

~~New or replacement~~ Library branch buildings, [including the Central Library](#), will be available for individual commemorative or philanthropic naming on the approval of the Library Board ~~and~~

~~following neighbourhood consultations~~ provided the building is not already named to commemorate a person or was not determined through a public consultation process.

Approval of Recognition of Donation

The Chief Librarian may approve recognition of donations which are:

- a) valued at \$50,000 or less per year; and
- b) have a total multi-year value of \$150,000 or less.

Library Board approval is required for donor recognition that does not meet all of the above criteria.