REPORT TO THE LIBRARY BOARD

APRIL 23, 2026

SUBJECT: Policy Review – Gift Recognition Policy

PURPOSE: For Approval

PREPARED BY Staff

PRESENTED BY: Michael Ciccone - CEO

RECOMMENDATION:

It is recommended that the Library Board approve the *Gift Recognition Policy.*

BACKGROUND:

This policy exists to ensure the appropriate recognition of significant gifts to the London Public Library (Library) and to formalize gift recognition. This is a newly drafted policy replacing the portions of the current *Naming Policy* that addressed recognition specifically for gifts to the Library. A policy addressing non-philanthropic naming will be presented in a separate policy at a date to be determined. In extracting the latter, the new policy better complements the Library's *Gift Acceptance Policy*.

In addition, the following should be noted:

- We have attempted to extract operational procedures and decision making that existed in the Naming Policy.
- The Endowment threshold has increased significantly. Endowments require significant capacity and expertise to manage in-house.
- Donor recognition installation will be worked on in 2026.
- Thresholds for Board approval have been updated to match the Library's *Procurement of Goods and Services Policy*.

NEXT STEPS:

Upon approval, Administration will post the Library's *Gift Recognition Policy* to online and remove the *Naming Policy*. As part of the Board Policy Revision Cycle, review of this policy is scheduled in April of 2030 unless it is deemed necessary to review sooner.

PROPOSED POLICY

PURPOSE:

To ensure the appropriate recognition of significant Gifts to the London Public Library (Library) and to formalize Gift recognition.

DEFINITIONS:

Contribution means a transfer of property that does not meet the definition of a Gift or donation. A Contribution is often a business expense for the donor, such as a Sponsorship opportunity and can include proceeds of sales and other business activities, lotteries, raffles and auctions. With a Contribution, the donor is not entitled to a charitable donation receipt for income tax purposes.

Endowed Gifts means donations made to the Library on the understanding that the principal amount of the donation will be invested for a minimum 10-year period, with the interest earnings to be used to advance specific purposes of the Library.

Fair Market Value means the highest price, expressed in dollars, that a property would bring in an open and unrestricted market, between a willing buyer and a willing seller, who are both knowledgeable, informed and prudent, and who are acting independently of one another.

Gift means the voluntary transfer of cash and Gifts in Kind, from an individual, industry, foundation, or other source, to the Library for either unrestricted or restricted use in the operation of the Library. A Gift may be monetary (cash, cheque, credit card, payroll deduction) or non-monetary (securities, life insurance, real property, or personal property). Gifts, also referred to as donations, must be made without expectation of tangible return. With a Gift, the donor is entitled to a charitable donation receipt for income tax purposes.

Gifts in Kind means non-cash Gifts. They cover items such as equipment, securities, and cultural and ecological property. A Contribution of service, that is, of time, skills or efforts, is not property and, therefore, does not qualify as a Gift or Gift-in- Kind for the purposes of issuing official donation receipts.

Planned or Legacy Gifts (including Bequests) means charitable contributions arranged in advance, typically as part of a donor's financial or estate planning, that supports the interests of the charitable organization as well as the personal, financial, and tax situation of the individual donor.

Pledge means a commitment of a Gift given over a predetermined time frame.

Room means a discrete space within a Library facility and includes, but is not limited to, theatres, auditoriums, meeting Rooms, study Rooms, program Rooms and outdoor spaces, such as reading gardens.

Service Area means a discrete space within a Library location not enclosed by walls, such as a children's area or commons area etc.

Significant Real Property means Library centres, sites or buildings that are prominently visible from neighbouring adjacencies and surrounding municipal streets; or levels, wings or Rooms within Library buildings that are highly noteworthy to or frequently accessed and used by the community-at-large (e.g., theatres), whether owned or leased by the Library.

POLICY STATEMENT:

The intent of this policy is to provide specific guidelines to Library employees, Board members and donors regarding Gift recognition.

RECOGNITION OVERVIEW :

1. The Library will provide to donors recognition of significant gifts for the following:
    - Buildings or substantial parts of buildings (wings, Rooms, Service Areas, technology labs) or other locations in the Library, such as lobbies and common areas;
    - Programs and services supporting education, literacy, technology and other Library strategic priorities;
    - In-Residence or special lecture series;
    - Significant collections of local historical value donated to the Library's London Room;
    - Contributions of program-related equipment;
    - Green space and common areas, and
    - Other entities the Library may from time to time see fit to name to recognize Gifts and/or Contributions.
2. The Library will formalize Gift recognition to provide:
    - Appropriate public recognition and consistent institutional appreciation of major donors;
    - Public confirmation that the Library enjoys considerable external support, which, in turn, encourages others to donate;
    - Appropriate utilization of the limited number of naming opportunities;
    - Clear guidelines for staff designated to discuss such matters with donors, and
    - Facilitation of increased and ongoing support from existing supporters.

NAMING OPPORTUNTIES

General Principles

Decisions to name entities shall be compatible, to the extent reasonably ascertainable, with the Library's purpose, values and strategic priorities. The following general principles apply to all naming opportunities:

1. The naming may be approved in the name of a donor or in the name of a third party at the request of the donor.
2. The naming may be approved to recognize a current expendable Gift or Gift-in-Kind. Funding may extend over an agreed length of time, and such opportunities will be time limited.
3. The naming may be proposed in recognition of Planned Gifts (Bequests), in which case, the opportunity will be submitted for approval when the Gift is realized.
4. The naming should enhance the profile and image of the Library. No naming will be approved or, once approved, continue if it will call into question the reputation of the Library
5. The naming should be in accordance with the Library's Gift Acceptance Policy.
6. Naming recognition is determined by the terms of the Donor agreement. In cases where Gifts include a specific naming opportunity, the recognition plaque will follow the generally accepted Library standards regarding size, placement, etc.
7. The approval of a naming opportunity will not result in significant additional costs for the Library without prior approval.
8. Fund Development staff will maintain an inventory of all approved donor namings.

Limitations to Naming Opportunities

1. Naming opportunities shall not be approved if:
    a. It is likely to have a negative impact on the reputation or integrity of the Library;
    b. It could be deemed to imply the Library's endorsement of a partisan political or ideological position, or a specific commercial product;
2. Naming Opportunities will be independent of all appointments and program decisions.

Changes to Approved Naming

1. If over time, the community would be better served by altering a naming, the Library will consult with the donor, heir or designated successor. If no such contact is possible, the Library will make the change, adhering as closely as possible to the donor's original intent.
2. When a named facility has reached the end of its useful life and will be replaced or substantially renovated, the replaced or renovated facility may be renamed in recognition of new gifts or new donors. If the donor's naming term is not

complete, the Library shall provide the donor with an alternative naming opportunity of comparable value for the balance of the naming term. Appropriate recognition of donors who contributed to the previous facility will be included in the new, renovated or redeveloped facilities at the discretion of the Library.

3. A donor may request a change in a naming if, for example, a corporate donor has changed its name, or an individual donor has changed his or her name. The Library may request that the donor bear any associated expenses with the change, such as a change to plaque.
4. Changes to a naming must be submitted through the same approval process as for the original naming.
5. Notwithstanding any other provisions in this policy or other policies, a donor name for a supported project will not be approved, or if approved, will be removed, if the name may undermine the reputation of the Library. Ultimate authority to reject, revoke approval of, and/or remove an approved name rests with the Library Board on the recommendation of the CEO and Chief Librarian (CEO).

Opportunity Development

1. Naming opportunities will be considered at an appropriate value, obtained by review of best practices, recent namings at the Library, and similar institutions across the London community, area, region, North America or elsewhere as relevant.
2. Library staff shall develop a comprehensive list of naming opportunities during a campaign or otherwise.
3. Every 3 years, or more frequently if required, the Library shall review the naming opportunity evaluation to ensure listed value reflects the Fair Market Value of the naming opportunity
4. It is the responsibility of the CEO, in consultation with Fund Development staff, to determine the appropriate Gift level for naming opportunities.
5. Naming opportunity values for new or existing facilities, programs, Rooms, and Service Areas shall take into consideration the function, usage, size, marketability and financial requirements (replacement and/or operational costs) of the opportunity.
6. All naming opportunities shall be preliminarily approved by Fund Development staff, in consultation with the CEO.
7. The Library Board shall approve the naming:
    a. Of Significant Real Property;
    b. If included in the title of a major Library organizational unit; and/or,
    c. Where such naming is in recognition of a Gift with a value of $250,000 or more.

Opportunity Types

1. Buildings and Building Components
    a. Priority will always be given to naming buildings after their geographic location – either the community or the street location where situated.
    b. For the naming of a new or existing building, a gift in the range of 25% of the total private sector support would be required.
    c. For the naming of facilities within buildings (i.e., lecture or reading Rooms, etc.) or the naming of renovated facilities, a gift in the range of 25% of the total cost of construction, including furniture and equipment, would be required.
    d. Namings associated with a particular building will not preclude further naming within the building.
2. Endowed Gifts
    a. Endowed Gifts are donations made to the Library on the understanding that the principal amount of the donation will be invested for a minimum 10-year period, with the interest earnings to be used to support the Library's Purpose, Value and strategic priorities. Support of the Library's Highest Priority Needs, as determined by staff, is preferred.
    b. A minimum Gift of $1,000,000 is required to establish and name an endowed fund.
    c. Naming of endowed funds, and any exceptions to the minimum level of the fund, are approved by the CEO in consultation with Fund Development staff.
    d. Matched Gifts obtained as a result of the Endowed Gift will not be included in the cumulative total for public recognition purposes.
3. Named Gifts
    a. For the naming of a program or service, the support from the donor, in most instances, will represent full funding, whether entirely from the donor or from a combination of majority support from the donor with the balance of funding from other private, public or Library sources.
    b. The donation must be a minimum of $10,000 annually. Other permutations of equivalent value or higher will be taken into consideration.
    c. The naming must be believed to be consistent with the purpose, values and strategic direction of the Library and hold relevance to the specific program or service to be named.
4. London Room Collection
    a. The support from the donor is made to the Library on the understanding that the gift will be used to advance specific purposes of the Library's London Room, such as the donation of a special collection of historical

value to the City of London and/or the restoration, preservation, digitization, or other technical support of that collection.

b. A minimum Gift of $25,000, or an in-kind donation of materials professionally assessed at that level, is required to name a collection.
c. Naming of a special collection for the London Room are approved by the CEO in consultation with Public Service staff.

DONOR RECOGNITION INSTALLATION

A donor recognition installation will be maintained in an appropriate, central location. This may take the form of a donor wall, a digital display or another format suitable to the site of installation.

Updates will take place annually. The Library's signage standards apply to all physical and non-physical assets.

The Library will honour a donor's request to remain anonymous. Library staff donors will not be identified by name in any internally or externally circulated reports without their permission.

Donor Pledge commitments will only be recognized after:

- Receipt of a signed Gift agreement or Pledge form; and,
- Receipt of at least 20% of the total Pledge commitment or other amount agreed upon by the Library.

NAMING OPPORTUNITY TERM AND DOCUMENTATION

General/Fixed Time Period

1. Existing names and/or commitments shall be honoured as of the approval date of this policy, unless revoked or removed.
2. All assets named after the implementation of this policy shall be named for a maximum period of 10 years from the date of recognition installation/unveiling except for the name recognition for physical assets such as buildings.
3. In the case of an Endowed Gift, the naming will continue for the life of the endowment.
4. If the Library is unable to proceed with the project, the potential donor(s) will be invited to redirect their Contribution(s) and/or to curtail future Pledge payments.

Gift Agreements

1. All agreements with donors for named recognition shall be recorded in writing, through a signed Pledge form, a letter of understanding or Gift agreement. For Gifts equal or greater than $25,000, a signed letter of understanding or Gift agreement is required.

2. An approved method for donor recognition shall be completed after receipt of 20% of the total Pledge commitment, cash Gift or as agreed upon by the Library. The Library shall honour namings in accordance with the Gift agreement.
3. Name longevity is available for a specific term and is to be stated in the Gift agreement. Once the term has expired, the existing donor shall be provided with the opportunity to make another Gift through a right of first refusal as outlined in this policy.
4. The Library reserves the right to revoke a naming right in the following circumstances:
    a. If it is determined that the actions or deeds of the individual or organization that the asset is named for are not in keeping with the purpose, values or strategic priorities of the Library;
    b. Failure of a named donor to fulfill agreed-upon obligations.

RECOGNITION OF NAMING OPPORTUNITIES

1. Content of naming recognition is the responsibility of Marketing & Communication staff with the consent of the donor. Marketing & Communication may consult with the Library CEO, as appropriate.
2. All recognition shall follow the Library's visual identity standards.
3. The Library reserves the right to allow or disallow donor logos to be used on assets.
4. Donor taglines or marketing terms shall not be included in donor recognition names. All external signs for building namings shall display the building name along with the Library's visual identity.
5. Publicity surrounding the naming of an asset shall be coordinated by the Library and all announcements to publicize a Gift or naming shall only be done after:
    a. Receipt of a signed Gift agreement or Pledge form;
    b. Receipt of 20% of the total Pledge commitment, or at the discretion of the Library;
    c. Approval of the proposed naming by the appropriate governing bodies, if applicable; and,
    d. In agreement with the donor.
6. Namings may include an exterior or interior donor recognition plaque.
7. Initial installation costs are at the Library's expense. If or when there is a change in company ownership and/or the donor recognition name, the recognition may be adjusted to the new name. Installation costs for the revision must meet the approval of the Library. The Library may request that the donor bear any associated expenses with the change, such as a change to recognition.

MANAGEMENT OF RECORDS:

Fund Development staff are responsible for maintaining and updating an inventory of all donor named facilities and funds.

INQUIRIES:

CEO and Chief Librarian
Director, Finance and Facility Services
Fund Development Staff