



Policy Section 5: FUNDRAISING & DONORS

Policy # 5.2

Policy Title: Donor Recognition

Date of Origin: March 27 2018

1. Purpose:

To articulate a policy regarding the timely and appropriate recognition of donors to the Flower Cart Group (FCG).

2. Definitions:

2.1 Gift – a voluntary transfer of property

2.2 Donor – a private individual(s), corporate body (for-profit or not-for-profit), benevolent organization, etc.

3. Detailed Policy Statement:

3.1 The FCG will thank and recognize all donors for their gifts in a timely manner.

3.2 All donor information will be held in confidence. The FCG will not sell, trade or otherwise disclose donor information of any kind to a third party except that which may be required by law.

3.3 Donor's must agree if their gifts are to be publicly recognized and may specify the information to be made public. Donor requests for privacy/anonymity will be respected.

3.4 All gifts to the FCG will be used to further its purposes and the welfare of its participants. Gifts designated to support a specific FCG purpose or project will be used accordingly.

3.5 Donors will be made aware of the donor recognition protocols.

3.6 All forms of donor recognition will be supportive of and complement the FCG's vision, mission and values. Donor recognition protocols will ensure that FCG's reputation and on-going operations are not negatively impacted.

3.7 Recognition of a donor may be revoked if information regarding the donor and/or gift subsequently comes to light that may cause the FCG's reputation to be harmed.

4. Implementation:

4.1 Whether a gift is given to the FCG in support of on-going operations or as part of a capital campaign, the donor will be thanked as soon as practically possible. Donors will be thanked on an on-going basis in accordance with a regularly scheduled protocol.

4.2 Donor recognition can take many forms. For the most part, it will be driven by the level of giving and agreements reached between the FCG and respective donors.

4.3 Gifts/donations to a capital campaign will be designated in support of a large project. A capital campaign presents unique opportunities for a range of significant gifts and other donations requiring its own donor recognition protocols.

5. Applicability: Board of Directors, Executive Director

6. Policy Authority: Board of Directors

7. Associated Policies, Procedures and Documents:

7.1 Board Policy 2.4 – Confidentiality of Information

7.2 Board Policy 5.1 – Gift Acceptance

7.3 Board Policy 5.3 – Third-Party Fundraising

7.4 Board Policy 5.4 – Fundraising

7.5 Donor Bill of Rights

8. Record of Amendments:

Revision#

Summary of Revision

Date Approved