



Policy Section 5: FUNDRAISING & DONORS

Policy #: 5.2

Policy: Donor Recognition

Revision: Rev 1

Approval: July 07, 2021

1. Purpose:

- 1.1 To articulate a policy regarding the timely and appropriate recognition of donors to The Flower Cart.

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 Flower Cart will thank and recognize all donors for their gifts in a timely manner.
- 3.2 All donor information will be held in confidence. The Flower Cart 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 Donors 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 Flower Cart will be used to further its purposes and the welfare of its participants. Gifts designated to support a specific Flower Cart 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 Flower Cart's vision, mission, and values. Donor recognition protocols will ensure that The Flower Cart'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 Flower Cart's reputation to be harmed.

4. Implementation:

- 4.1 Whether a gift is given to The Flower Cart 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 Flower Cart 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:

- 5.1 Board of Directors, and
- 5.2 Executive Director

6. Policy Authority:

- 6.1 Board of Directors

7. Related Policies, Procedures and Documents:

- 7.1 Policy 1.6 – Risk Management Policy
- 7.2 Policy 2.4 – Confidentiality of Information
- 7.3 Policy 2.6.4 – Terms of Reference for Budget and Finance Committee
- 7.4 Policy 5.1 – Gift Acceptance
- 7.5 Policy 5.3 – Fundraising
- 7.6 Policy 5.4 – Third Party Fundraising
- 7.7 A Donor Bill of Rights
- 7.8 The Flower Cart By-Laws

7.9 The Flower Cart Risk Management Plan

8. Record of Amendments:

Revision #	Summary of Revision	Date Approved
Rev 0	Original Issue	March 27, 2018
Rev 1	Reviewed and Updated	July 07, 2021