

FUNDRAISING, GIFT AND DONATION POLICY

The Board of Trustees of the Carroll County Public Library recognizes that the library engages in fundraising and solicitation activity. In order to comply with federal, state and local laws, as well as applicable ethical norms, the Board has endorsed the following guidelines for the cultivation and acceptance of gifts that support the mission of Carroll County Public Library (Library).

The Board of Trustees of the Carroll County Public Library encourages the interest and involvement of citizens and organizations through bequests, trusts, and donations of monetary or other tangible assets for Library purposes. It is understood that gifts and bequests should not take the place of public support but should enable the Library to provide and enhance services in ways not financially possible within the abilities of Carroll County Government and the State of Maryland.

In Maryland State Education Law, under powers and duties, a (county) library board may accept any gift, grant, or appropriation for library purposes from any person under any appropriate terms and conditions and own and dispose of these gifts, grants, and appropriations (Article 23 §405). The Carroll County Public Library welcomes gifts of money, books and other materials, equipment, works of art, documents, photographs, or property of any kind through which the Library's mission is advanced and strengthened.

Carroll County Public Library has been granted 501(c) (3) status by the Internal Revenue Service. Gifts to the Library are income tax deductible to the extent allowed by law.

The Library shall provide all donors with specific acknowledgment of charitable contributions, where applicable, in accordance with legal requirements for proper donor substantiation and organization disclosure.

GENERAL FUNDRAISING PROVISIONS:

- A. **OVERSIGHT** – The Library Director is responsible for all strategic development, fundraising and solicitation activity and provides periodic and annual review to the Board of Trustees.
- B. **TRUTH AND ACCURACY** - All solicitation and fundraising materials and other communications to donors and the public shall clearly identify the Carroll County Public Library and be accurate and truthful. Library staff shall review fundraising or solicitation materials prior to publication for:
 - 1. material omissions or exaggerations of fact, use of misleading photographs, or any other communication which would tend to create a false impression or misunderstanding.
 - 2. any statements or content that would tend to create unrealistic donor expectations of what the donor's gift will actually accomplish.

C. USE OF FUNDRAISING PROFESSIONALS – From time to time the Library contracts for fundraising services. Third party fundraisers engaged by the library must be registered with appropriate state and local authorities, and their representation of the library must be evidenced by a written agreement approved by the Library Board of Trustees after a formal bid process.

1. COMPENSATION – When contracting with a third party fundraiser, an invitation for bids shall be issued and include specifications, and contractual terms and conditions applicable to the fundraising campaign. The contract shall be awarded with reasonable promptness by appropriate notice to the lowest responsible and responsive bidder whose bid meets the requirements and criteria set forth in the invitation for bids. The Library shall not compensate internal or external fundraisers based on a commission or a percentage of the amount raised.

D. USE OF LIBRARY STAFF - Periodically the Library Staff is engaged in fundraising to supplement funds to support specific events such as the Summer Reading Program. The Library shall provide appropriate guidelines, training and supervision for staff.

E. PARTNERSHIP WITH THE FRIENDS OF CARROLL COUNTY PUBLIC LIBRARY
The Friends of Carroll County Public Library was formed with the mission of building greater understanding of the important role the Carroll County Public Library plays in the community. A key purpose of the Friends is to fund and coordinate programs and events for the community that are compatible with the Library’s policies and objectives. The Friends hold fundraising events for this purpose.

F. PARTNERSHIP WITH THE COMMUNITY FOUNDATION OF CARROLL COUNTY INC. – The Library maintains a fund at the Community Foundation of Carroll County, Inc. The Friends of Mary Lou Dewey Sculpture Park Fund is for the sole purpose of supporting beautification of Mary Lou Dewey Park at the Westminster Library. The Library and Foundation have a signed Memorandum of Understanding outlining the terms of this fund. The Library promotes and encourages donations to the fund to support Park related activities.

G. COMPLIANCE WITH LAW – In addition to any other requirements of this policy, all fundraising activities for the Library shall be conducted in accordance with applicable law.

GENERAL GIFT AND DONATION PROVISIONS:

A. ACCEPTANCE - The Library reserves the right to refuse any gift that the Library Director in his or her sole discretion deems to be not in the best interests of the Library to accept. All non-monetary donations must be unconditional, transferring ownership and all the rights of ownership to the Library. In the event that a gift is not accepted the donor may appeal the decision to the Library Board of Trustees.

B. DIRECT MONETARY GIFTS – UNRESTRICTED - The Library welcomes gifts of cash or stock. If donated funds are unrestricted, they may be expended by authorization of the Library Director, or designee, within the scope of his or her statutory authority. If the gift

is used to purchase library materials, Library staff will try to accommodate the donor's subject or title preferences if the recommendations are consistent with the Materials Selection Policy. Selections purchased from these funds will be made by the staff. Contributions toward subscriptions must be made with funds adequate to cover a two-year commitment. Monetary gifts should be made payable to the Carroll County Public Library.

- C. MEMORIAL GIFTS - The Library welcomes monetary gifts for purchase of materials for the collections given in recognition or memory of individuals. Whenever possible, the Library staff will choose items which accommodate the donor's subject or title preferences if the recommendations are consistent with the Materials Selection Policy.
- D. DIRECT MONETARY GIFTS – RESTRICTED - If donated restricted funds are accepted, they must be expended according to the donor's conditions.
- E. NON-MONETARY GIFT – BOOKS AND LIBRARY MATERIALS – The Library accepts donations of materials in good condition, but reserves the right to evaluate and dispose of them in accordance with the criteria applied to purchased materials. Those items not added may be offered for sale, utilized for promotional purposes, or transferred to other institutions. Unsuitable items will be discarded or recycled. A receipt of materials will be provided for tax purposes upon request of the donor. Library Staff are not permitted to place a value on gift materials. Special collections will be accepted only by the Director.

Libraries used extensively by customers sustain losses through ordinary wear, theft and mutilation. Resources with obsolete and/or misleading information are discarded. The Library, therefore, cannot guarantee that any gift or donation will be part of the collection permanently. Excess items may be offered for sale, given to other libraries, or discarded.

- F. REAL ESTATE OR OTHER PERSONAL PROPERTY - The Library may accept gifts of real property that either support or could be sold to support the mission of the Library. Such offers will be handled by the Director, who in consultation with the Board of Trustees, will determine the suitability of the gift and the terms of acceptance compatible with the Library's mission and policies, the donor's intent, and applicable laws.
- G. ART AND DECORATIVE OBJECTS - In general, gifts of art objects shall be of local interest to the community, of a professional quality, well-executed, and in good condition. As with all other gifts, art objects will be accepted only with the donor's full agreement that the Library has the right to handle or dispose of the gift in the best interests of the Library. Because of the Library's limited display and storage areas and focus on its primary mission as a library, potential donors of art and decorative objects are requested to discuss any possible gifts with the Director. No gifts posing a danger or threat to customers will be accepted (e.g., metal sculpture with sharp, moving parts). Donations of art must be unconditional, transferring ownership and all the rights of ownership to the Library.
- H. VALUATION - The Library will provide a timely, written acknowledgement of the receipt of gifts to the donor and, if desired, to a recognized individual or organization. For

non-monetary gifts, income tax regulations leave the determination of the gift's monetary value to the donor. Donors wishing to have an appraisal of their gifts for income tax purposes should have that done prior to donation.

I. IN-KIND DONATIONS - The Library may accept in-kind donations such as merchandise coupons or complimentary admissions in support of Library programs. In-kind donations will be acknowledged in the Library's promotional materials.

J. ETHICS - Trustees, employees and/or volunteers may not make any promise to a donor, or agree to any donor-directed changes in the vision, policies, services, collections or programs of the Library as a result of a solicitation or contribution. Nor should any vendor be chosen based on a stated or implied contribution to the Library. All contributors have the right to obtain complete and timely information on how their donation was/will be used. Trustees, employees and/or volunteers will avoid use of techniques that are coercive, intimidating or intended to harass potential donors. The Library shall attempt to avoid accepting a gift from or entering into a contract with a prospective donor which would knowingly place a hardship on the donor, or place the donor's future well-being in jeopardy.

K. DONOR PRIVACY POLICY – The Library respects the privacy of donors.

1. The Library shall not sell or otherwise make available the contact information of its donors, except where disclosure is required by law.

2. The Library shall not send mailings on behalf of other organizations, except in cases when the organization is collecting donations for the express purpose of enhancing the Library, i.e., the Community Foundation of Carroll County sculpture project.

3. For complete information regarding privacy, including how to access personal information collected and request correction, and what security measures the Library has in place to protect personal information, refer to the Carroll County Public Library Privacy Policy.

OTHER PROVISIONS: The Library's mission seeks to engage its work within the community through various partnerships. Partnerships requiring fundraising activity with other community organizations requires approval by the Library Director. For information regarding sponsorships and partnerships refer to the Carroll County Public Library Sponsorship and Partnership Policy.

Approved October 22, 2014