

Donor Recognition Directives

The Stanton Territorial Hospital Foundation's vision, "*Working Together for a Healthy North*," is based largely on its relationship with donors. Without dedicated sponsors and donors, the Foundation could not achieve its mission of raising funds for patient care, equipment and major capital needs of the Stanton Territorial Hospital.

The following Donor Recognition Directives are intended to support the Foundation to recognize and thank those who generously support our work and our objective whether it is a monetary donation or an in-kind /gift donation.

1. Types of Donations:

a) Cash

- A tax receipt for a cash donation will be issued, unless the donor indicates that they do not require one.
 - Tax receipts will not be provided where a donor has received a benefit in excess of a nominal value. Nominal value must not exceed the lesser of \$75 or 10% of the amount of the gift.
- A cash donor will receive all the benefits of the Donor Recognition Plan.

b) In-Kind Donation

- A gift in-kind includes such things as capital property and personal-use property. However, it does not include a gift of services. A gift in-kind that has had a fair market value (FMV) obtained and qualifies for a tax receipt will receive all of the benefits of the Donor Recognition Plan.
 - All gifts in-kind or offers of donated services with a lack of FMV information will be referred to the Donor Recognition Committee for an assessment, if deemed necessary by the Executive Director.
 - The FMV of gifts in-kind is obtained from a qualified, independent assessor before a receipt is issued for tax purposes, if deemed necessary. Where the expected value is in excess of \$5,000 at least two appraisals will be sought, with

exceptions to be determined by the Donor Recognition Committee.

- If more than one value can be attributed as the FMV, the lowest value shall be applied as stipulated by the Canada Revenue Agency (CRA).

c) Service In-Kind Donations

- Tax receipts will not be issued for service in-kind donations. If a tax receipt is desired, the Foundation will pay for the service and the monies paid may be donated back to the Foundation and thus fall within the definition of a gift (cash). Service in-kind donations (not converted to cash) are not recognized.

d) Pledges

- Pledges of cash are considered cash if a written, signed guarantee of the pledge is obtained. Pledges will receive the benefits of the Donor Recognition Plan once the last installment has been received.

e) Memorials

- Memorial Gifts will receive the same benefits as a cash donation. The gift will be recognized as a gift to the Foundation in the name of the memorial person.
- Tax receipts will be issued to individual donors, unless the donor indicates that they do not require one.
- A list of donors (not amounts) will be sent to the family.
- If the total amount of a memorial is a major donation, an invitation to have a memorial plaque placed on the Donor Wall will be extended.

f) Other

- Gifts that are donated that do not fall within our mandate will be evaluated on a case-by-case basis.

g) Event Sponsorships

- Tax receipts will not be issued for sponsorship of an event.

- Sponsors will receive recognition for sponsorship of the event through the specific sponsorship guidelines established for the event.
- Sponsorship guidelines for an event may include all the benefits of the Donor Recognition Plan (ie. the donor wall).

2. Classification:

Donors and sponsors will be classified according to the amount of the donation. The following will be the classification:

Donor Level		Term	Specifics of Level
General Donor	\$500-\$4,999	1 year	Once a year all names with a donation over \$500 will be published.
Bronze	\$5,000-\$19,999	3 years	Name on donor wall for duration of term. Media recognition in the form of a formal announcement by the Foundation.
Silver	\$20,000-\$49,999	5 years	Name on donor wall for duration of term. Media recognition in the form of a formal announcement by the Foundation.
Gold	\$50,000-\$99,999	10 years	Name on donor wall for duration of term. Media recognition in the form of a formal announcement by the Foundation.
Diamond	\$100,000 and over	20 years	Name on donor wall for duration of term. Individual media recognition in the form of a formal announcement by the Foundation.

A donation will be cumulative if the designated term has not finished.

If a donation is received after the designated term has ended, the donation will be considered a single donation and will be classified under its respective level.

3. Donor Wall:

All donors \$5,000 or more will be displayed on the Donor Wall.

A recognition event will be offered to all major Donors for their inclusion on the Donor Wall.

Donors will be included on the Donor Wall in accordance with Section 1 and 2.

- When a Donor has reached a new level of donation, the Donor Wall will be updated. The Donor will be offered a recognition event for their new level of inclusion on the Donor Wall.
- Recognition events for inclusion on the Donor Wall may be for one Donor or a group of Donors. For a donation of \$100,000 or more, the donor will be offered an individual event. It will take place at the wall and will be hosted by the Foundation.
- When a donor achieves a recognition level that qualifies for inclusion on the Donor Wall, they will be contacted within 30 days to establish a suitable date for a recognition event.
- In the case of no follow-up to a donation commitment, the donor will not be recognized until they have followed through and completed their donation. Every opportunity and assistance will be given to them to fulfill their commitment. If this is not successful, recognition will not be provided.
- The annual update for donor recognition will be in September.
- A donor may request to remain anonymous, and will not be recognized on the Donor Wall.