



NORTHUMBERLAND HILLS HOSPITAL BOARD OF DIRECTORS MANUAL

CATEGORY: Joint Board and Foundation NUMBER: VII-002
ISSUED BY: GOVERNANCE COMMITTEE PAGE: 1 of 6
APPROVED BY: BOARD OF DIRECTORS / FOUNDATION
DATE OF ISSUE: MAY 2011

DONOR RECOGNITION POLICY

Objectives:

The donor recognition policy has been written to establish guidelines for the appropriate, equitable and consistent recognition of financial gifts to the Hospital. Its aim is to establish accountability to donors on how their contributions help the hospital achieve its objectives and goals; develop a centralized, coordinated framework for donor recognition and stewardship and ensure that one clear policy of recognition is unilaterally applied.

Application of the Policy:

The policy is approved by the Board of Directors of the Northumberland Hills Hospital Foundation, upon the recommendation of a Steering Committee comprised of the Chairs of the various fundraising committees.

The policy will be administered by the Northumberland Hills Hospital Foundation. Any unique circumstances related to recognition opportunities beyond this policy must be reviewed and approved by the Board of Directors of the Northumberland Hills Hospital Foundation. All recognition of donations to the Foundation must conform to these policies, unless otherwise authorized by the Board. At times, the Northumberland Hills Hospital Foundation will update the policy to ensure that it remains competitive, cost-effective and appropriate.

Tenets of the Donor Recognition Policy:

Recognition elements are granted by the Northumberland Hills Hospital Foundation. Approval of the Board of Directors of the Northumberland Hills Hospital Foundation and the Board of Directors of the Northumberland Hills Hospital is required prior to the establishment of policies related to programs, physical spaces, naming opportunities and regulations related to the style and form of the donor recognition to be granted.

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Cumulative gifts at the \$1,000 and up level will qualify donors for recognition on the main Donor Wall. Plaques will be updated and remain on the Donor Wall for a minimum of 10 years. In the case of Room Plaques, plaques will likewise represent a minimum guaranteed recognition opportunity of 10 years.

Annual gifts of \$1,000 or greater will also qualify donors for recognition in a separate area of the hospital to acknowledge members of the *Caring for Generations Society*. Recognition will take place in the year following the gifts and remain in place until the following year.

Additionally, those donors who plan to leave a gift or have left a gift to the Hospital through their Estate after January 2000, will be recognized in a special area within the Hospital. These Planned Gifts will be recognized in this area for a minimum of 10 years.

All contributions, unless otherwise stipulated, are recognized upon receipt of written pledge form when accompanied by a minimum of 20% of the pledged amount.

Room Plaques:

The design, plate finish and location of plaques will be consistent throughout the hospital. Plaques will remain in place for a minimum of 10 years or possibly for the duration of the site, should it exceed 10 years.

In the event of construction or renovations, plaques designated for a specific area may be relocated to the new development area or permanently removed if the ten year recognition commitment has been fulfilled. The Northumberland Hills Hospital Foundation will review and approve removal/relocation of plaques.

In the event that a program or service ceases to exist or is transferred to another facility, the Board of Directors reserves the right to relocate recognition plaques to an alternative/equivalent location within the hospital.

Room Plaque Sizing:

Plaque sizing will be recommended by the Donor Relations Committee and approved by the Boards of both the Hospital and Foundation.

Cost of Recognition:

Recognition will be cost effective and will not exceed 2% of the value of the gift or 1% for major gifts at the \$25,000 level and above. The cost to display all forms of recognition will be determined by the Northumberland Hills Hospital Foundation.

Costs relating to exterior building signage shall be determined jointly by the Hospital and Foundation.

Recognition of Gifts of Equipment:

The purchase of gifts of equipment for the hospital for \$1,000 and up will qualify donors to be recognized on the main Donor Wall. If possible, a plaque measuring 4.5 inches x 3 inches may

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be applied to the piece of equipment for the duration of the use and application of the piece of equipment. There is no guaranteed minimum period of recognition in effect.

Special Recognition:

Special requests for recognition by donors will be presented to the Northumberland Hills Hospital Foundation Board for review. Final approval will be granted by the Board of Directors of the Foundation when necessary.

Gifts-In-Kind:

When donors contribute gifts-in-kind, as defined by Canada Customs and Revenue Agency, donors will be receipted for the "fair market value" of the gift. Recognition benefits will be based on the receipted amount of the gift. It must be stressed that it is imperative that an evaluation for fair market value (as determined by a qualified appraiser if over \$1,000 value) be obtained prior to accepting the gift.

All gifts of art must be approved by the Northumberland Hills Hospital before acceptance by the Foundation.

Pledge Payments:

All contributions, unless otherwise stipulated, are recognized upon receipt of written pledge form when accompanied by a minimum of 20% of the pledged amount.

Delinquency of Pledge Payments:

Delinquency in excess of a year and with efforts at procuring payment not being acted upon may result in the suspension of any recognition initiatives, until a time when either payments resume – recognition will be continued – or the pledge is discontinued/written off – recognition elements are revoked.

Areas of Recognition:

There will be one main donor recognition area within the hospital that cumulatively recognizes a donor's giving history (effective January 2000). Space to recognize donors to future programs or campaigns must be approved by the Foundation Board and the Hospital Board.

Recognition within the Main Donor Wall:

Platinum Circle:	\$1,000,000 plus
Gold Circle:	\$500,000 - \$999,999
Silver Circle:	\$250,000 - \$499,999
Humanitarian	\$100,000 - \$249,999
Founder:	\$50,000 - \$99,999
Benefactor:	\$25,000 - \$49,999
Patron:	\$10,000 - \$24,999
Sponsor:	\$5,000 - \$9,999
Friend:	\$1,000 - \$4,999

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Naming Opportunities:

A limited number of exclusive naming opportunities are available within the Hospital and are awarded on a first-come, first-served basis. A Naming Opportunity enables a donor to direct their donation towards a piece of equipment or area of the Hospital. Naming Opportunities begin for donations at the \$250,000 and up level and will require approval from the Board of Directors of the Northumberland Hills Hospital.

Recognition associated with a naming opportunity is as follows:

- Opportunity to name a unit/department within hospital.
- An appropriate plaque within named area to acknowledge donor.
- Name listed on the main donor wall.

Dedication Opportunities:

Donors who make cumulative gifts between \$100,000 and \$249,999 have an opportunity to "dedicate" a room within the Hospital.

Recognition associated with a dedication opportunity is as follows:

- An appropriate plaque placed outside dedicated room.
- Name listed on the main donor wall.

Suggestions for Naming and Dedication Opportunities are as follows:

\$50,000	Co-sponsor of a Patient Room
\$100,000	Labour Birthing Delivery Room Inpatient Rehabilitation Room Gymnasium Palliative Care Room Patient Room Spiritual Care Centre Palliative Care Lounge Quiet Rooms
\$250,000	Rehabilitation Dining/Lounge Complex Care Dining/Lounge Operating Rooms Delivery Room Chemotherapy Clinic Library Resource Centre Cardiac Clinic Nuclear Medicine

\$500,000	Complex Continuing Care Centre Courtyard Inpatient Rehab Centre Outpatient Rehab Centre Women's Health Centre Dialysis Clinic
\$1,000,000	Ambulatory Care Centre Emergency Department Diagnostic Imaging Department Intensive Care Unit Rehabilitation Centre Day Surgery Unit
\$1,500,000	CT Scanner
\$ figure to be assigned	Diagnostic Imaging Sub Waiting Rooms Cafeteria Recovery Rooms Day Surgery Waiting Room Palliative Care Courtyard Rehab Court Yard Foot Path Trauma Rooms

Frequency of Donor Wall updates:

Each Donor Wall will be updated at least once annually. It is possible that an update may occur more than once a year depending on the circumstances and at the discretion of the Foundation's Board of Directors.

Definitions:

The **Board of Directors of the Northumberland Hills Hospital Foundation** is vested with the responsibility for carrying out the mission of the Foundation and overseeing its management and direction. It is responsible for planning and policy decisions, for financial stability and development, and for the ongoing evaluation and monitoring of the work of the organization.

Confidentiality/Anonymity is seen as a donor's right and privilege and , unless otherwise defined by the donor, will mean an absence of any public acknowledgement of a gift, in relation to the Donor Wall, naming opportunities, endowment funds, inclusion and listing among donors within the Annual Report.

A contribution is defined by Canada Customs and Revenue Agency to be a gift when no rights, privileges, benefits or advantages accrue to the donor, or his/her representative(s). When these requirements are met, an official receipt for income tax purposes (\$10 or greater) may be issued. Gifts may include any of the following means: bequests, bonds, stocks and other securities, cash, gifts-in-kind, life insurance policies and real estate.

Delinquency is defined when those considerably behind in the payment of their pledge or commitment are liable to appropriate action from the Chair or other members of the Foundation staff.

The **Steering Committee**, comprised of the Chairs of the Foundation's various fundraising committees, is responsible to the Northumberland Hills Hospital Foundation's Board of Directors for the development and furtherance of the Major Gifts, Planned Giving, 3rd Party/Signature Events, Direct Mail, Caring for Generations Society and Staff Campaign fundraising programs and such related initiatives as Donor Recognition and Stewardship.

Donors are considered to be individuals, foundations, corporations, associations or entities that give funds to the Northumberland Hills Hospital Foundation in support of the Northumberland Hills Hospital.

Public Acknowledgement involves, when appropriate, that recognition may be given in Hospital and/or Foundation publications or in outside media. Such recognition is assessed on an individual basis, and is at the discretion of the Staff of the Northumberland Hills Hospital Foundation.

Approved:

March 17, 2003

August 2003

August 2007

May 2011