
SCHOOL DISTRICT NO. 36 (SURREY)

No. 10800.2

REGULATION: DONOR & SPONSOR RECOGNITION

1. PURPOSE

The Board will appropriately recognize the contribution of donors or sponsors. Donors and sponsors will receive an appropriate expression of appreciation for the benefit they have provided to the School District.

This regulation provides operational guidelines to be used in determining the type of recognition that may be given to donors and sponsors.

2. GUIDING PRINCIPLES

In determining the type of recognition to be given a donor or sponsor, the following factors will be taken into consideration:

- the nature of the contribution received by the School District
- appropriate recognition for the contribution received
- continuity and equity in the forms of recognition given
- appropriate visibility and prominence to be accorded the donor or sponsor
- appropriate time and place for conferment of recognition

The School District will take reasonable precaution to protect requested anonymity within the limits of Freedom of Information & Protection of Privacy legislation.

Corporate recognition, particularly for sponsorship relationships, may vary from the needs of individual donors.

Donations and sponsorships received directly by a school should be appropriately recognized by the school. In conferring recognition to sponsors, schools must adhere to the guidelines outlined herein.

3. TYPES AND FORMS OF RECOGNITION ACTIVITIES

The type and form of recognition given to donors and sponsors can vary and may consist of, but is not limited to, the following:

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3.1 Letter or note of appreciation

The School District will promptly acknowledge the receipt of all donations made to the School District and thank the donor by a letter or note of appreciation. See Policy #4420 – *Charitable Donations* and Regulation #4430.1 – *Charitable Donations* regarding the issue of official charitable donation receipts.

3.2 Media acknowledgement or School District publication

The School District may acknowledge all donations and sponsorships over \$500 semi-annually by placing an advertisement in the local media or by issuing a semi-annual School District publication.

3.3 Board meeting acknowledgment

Recognition at a public Board meeting will be considered for donations and sponsorships over \$5,000. The Education Business Community Partnership Advisory Committee (EBCPAC) will have the opportunity to recommend recognition at a public Board meeting for all donations and sponsorships that involved the Committee.

3.4 Permanent plaque

In some cases, the display of a permanent plaque acknowledging a donor's or sponsor's contribution towards the acquisition or construction of a facility or site improvement is appropriate.

Facilities where a permanent plaque may be displayed to recognize a donor or sponsor include, but are not limited to, a library, laboratory, recreational facility, theatre, seminar room or playing field. Permanent plaques or signs will not be placed on the street-facing side of perimeter fences at schools.

Placement of signage to recognize donors/sponsors will be limited to:

- (a) 1.75 sq. m. on site grounds; and
- (b) 1.25 sq. m. inside district buildings.

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Donor recognition on permanent signage will be permitted as follows:

- (a) For donations less than \$500, no recognition;
- (b) For donations of \$500 - \$3,000, a one-line mention at a maximum of 25.4 mm;
- (c) For donations greater than \$3,000, by one-line mention or small logo.

School site signage must be approved by the Principal in consultation, as deemed appropriate by the Principal, with staff and parents at the site.

3.5 Naming a facility

From time to time it may be appropriate to recognize the truly outstanding contribution by naming a specific portion of a facility after a donor or sponsor.

A school cannot be named to recognize a donor or sponsor.

The process for naming a specific facility will comply with Policy #6600 – *Naming of School Facilities*.

Specific facilities that can be named to recognize a donor or sponsor include, but are not limited to, a library, laboratory, recreational facility, theatre, seminar room and playing field.

Specific facilities supported by gifts may be named after a donor, or a third party at the wish of a benefactor, provided the total cost of the facility is significant; and the contribution represents a significant part of the total cost.

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The naming of a facility is to be approved by the Board upon receipt of a recommendation from administration after consultation with EBCPAC.

Naming a particular facility will not preclude further naming or other types of recognition within the facility.

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