

DONOR RECOGNITION POLICY

Yarmouth Hospital Foundation

DEFINITION

Donor recognition is the practice of providing recognition to donors for their gifts through formal and informal, personal and public expressions of appreciation.

PURPOSE

The Directors of the Yarmouth Hospital Foundation (YHF) recognize the importance of voluntary contributions to the YHF. Donors have a right to receive appropriate acknowledgment and recognition for their gifts.

The purposes of this policy are:

1. To acknowledge receipt of all gifts
2. To express gratitude for support
3. To cultivate awareness of the Yarmouth Hospital Foundation's fundraising programs, and goals
4. To keep the Yarmouth Hospital Foundation's name and purpose in the minds of donors during, and between, fundraising events.
5. To recognize donors publicly;
6. To inform donors of the opportunities for giving and to build the case for future gifts;
7. To encourage prospects to become donors.

WHO IS HONORED?

All individuals, corporations, service clubs, community organizations, and philanthropic foundations who make monetary gifts and/or gift in kind donations to YHF. Included will be donations to capital campaigns, gifts-in-kind, direct mail requests, memorials, tributes, endowments, special events, planned giving and unsolicited gifts.

WHAT CONSTITUTES A DONATION OR GIFT

The following are deemed as recognizable donations or gifts:

Gifts of Cash

Gifts-in-Kind

Acceptable donations will be valued at fair market value. Gifts-in-kind valued at \$100 or more will be recognized.

Life Insurance

Where the policy has been placed in the name of the Foundation, the donor of that life insurance policy is recognized for the amount of the policy payments as they accumulate until the policy is paid. Once the insurance policy is paid in full, the donor is recognized for the full value of the life insurance.

Other Non-revocable Planned Gifts

Planned gifts are recognized for the value of the gift on the day the gift is legally transferred to the Yarmouth Hospital Foundation providing the terms of the planned gift contract identify it as a non-revocable gift.

Bequests

Bequests are recognized at the time they are received, not at the time they are described in the will of a prospective donor. Donors who wish to receive recognition for bequest-type contributions are encouraged to establish a non-revocable trust or some other form of non-revocable planned gift.

Pledges

Pledges are recognized for their annual payment only. The total pledge is recognized in the year that final payment is received.

Other:

This category includes sponsorships and third party events that result in additional revenue for the Foundation.

RECOGNITION GUIDELINES

A recognition system acknowledges all gifts to the Yarmouth Hospital Foundation. The recognition system relies on a fundraising software program that tracks cumulative giving. Current levels of recognition are based upon the aggregate of a donor's gifts since 1992.

The Yarmouth Hospital Foundation shall from time to time establish categories of gifts and donations that merit specific levels of recognition.

The Yarmouth Hospital Foundation may amend its recognition program from time to time.

The Donor Recognition Policy shall contain a schedule marked "A" denoting the categories and programs currently in place for donations and gifts

CONFIDENTIALITY

The names of persons, companies, organizations or agencies donating to the Foundation will be considered confidential until such time as they are published according to the Recognition guidelines.

The donor may request anonymity from public display of his/her name.

The specific amount of a donation and terms of payment will be considered confidential at all times.

Access to this information will be limited to Foundation staff and designated individuals.

ADMINISTRATION

Gifts must always be acknowledged as promptly as possible.

Donors will be advised of the recognition program to which their level of giving places them and the associated benefits.

Inclusion in the Book of Honour and placement on the Donor Wall of Honour will be considered permanent.

Implementation of this program is the responsibility of the Foundation.

Revised April 2010

Current categories for donations or gifts are

Donor Club	Giving Level (Cumulative)	Recognition
Supporter	up to \$999	thank you letter, tax receipt, copy of newsletter, plus name in Book of Honor
Associate	\$1,000 - \$4,999	all of the above plus personal phone contact from a member of the Board of Directors.
Friend	\$5,000 - \$9,999	all of the above plus name on the Wall of Honor
Fellowship	\$10,000 - \$24,999	all of the above plus recognition certificate to be delivered by member of Board of Directors
Leader	\$25,000 - \$74,999	all of the above plus acknowledgment in newsletter
Benefactor	\$75,000 - \$99,999	all of the above plus inclusion on special mailing list
Patron	\$100,000 - \$249,999	all of the above plus commemorative plaque to be presented at appropriate time.
Founder	250,000+	all of the above plus reception in donor ' s honor

The Yarmouth Hospital Foundation respects your privacy. We protect your personal information and adhere to all legislative requirements with respect to privacy. **We do not rent, sell or trade our mailing lists.** We use your personal information to keep you informed on the activities of our Foundation, including programs, services, special events, funding needs, where your dollars are used, opportunities to volunteer or gave and more. If at any time you wish to be removed from any mailings, simply contact the Foundation office by phone at 902-749-1669 or by email at info@yhfoundation.ca and we will gladly accommodate your request.