

Policy Type: **Governance**

Policy Number: **G-8**

Policy Title: **Fundraising Policy**

Policy Approved: November 2023

Effective: January 2024 - December 2026

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## 1. PURPOSE

1.1 The Windsor Public Library Fundraising Policy is intended to provide guidelines for Windsor Public Library Board and employee fundraising activities.

## 2. SCOPE

2.1 The Windsor Public Library Board, within the meaning of the *Public Libraries Act* as amended, provides governance and management of public library services in Windsor.

2.2 The Fundraising Policy applies to all Windsor Public Library Board members, employees, volunteers, donors and agents who provide or support Windsor Public Library.

2.3 Fundraising activities reflect the WPL Mission, Vision, Values and Customer Service Pledge:

**WPL Mission Statement** “The mission of the WPL is to enrich our community by providing access to resources that inform and entertain.” “We believe in the freedom to read, learn and discover.”

2.4 The Windsor Public Library Fundraising Policy covers any project that will require the use of Library resources, including employee time, facilities, equipment and/or images that belong to the Library.

## 3. DEFINITIONS

“Fundraising” is defined as a project undertaken by any individual, affiliated group or organization, for the purpose of raising funds for or on behalf of the Windsor Public Library.

“Fundraising Campaign” is defined as an organized fundraising effort to solicit funds for the Windsor Public Library, usually extending over a period of months or years.

“Fundraising Activity” is defined as short-term activity or a single event to solicit funds, usually over a day, week or month.

“Donor” is an individual or an organization who have made a donation to the WPL.

## 4. GUIDELINES

4.1 Windsor Public Library Board – Responsibilities

4.1.1 The Windsor Public Library Board is responsible for fundraising, supported by WPL employees and volunteers.

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- 4.1.2 Fundraising is intended to support the Library's mission and objectives, specifically providing additional funding for non-core and value added public library services, programs and capital enhancements.
- 4.1.3 The Windsor Public Library Board may approve fundraising campaigns or activities which it deems suitable in fulfilling its mission, values, goals and objectives, and which will not compromise the Library's public image.
- 4.1.4 The Windsor Public Library Board may develop a variety of fundraising strategies including the establishment of endowment funds or capital campaigns.
- 4.1.5 The Windsor Public Library Board reserves the right to reject any fundraising initiative deemed inappropriate or not in keeping with the Library's policies.
- 4.1.6 Windsor Public Library Board fundraising revenue is to be considered supplemental to the library's core funding.
- 4.1.7 All funds raised will be used for the stated purposes and established priorities of the fundraising program as determined by the Windsor Public Library Board.
- 4.1.8 All third parties not directly affiliated with the Library who wish to solicit funds on behalf of the organization must acquire written permission from the CEO prior to beginning any fundraising activities.

**4.2 Windsor Public Library Employee – Responsibilities**

The Chief Executive Officer or designate shall:

- 4.2.1 The Chief Executive Officer will track all fundraising initiatives to coordinate activities and eliminate duplication of funding requests and solicitations.
- 4.2.2 Ensure that the Windsor Public Library complies with the requirements of the Income Tax Act, applicable regulations and policies of the Canada Revenue Agency, and all other acts and regulations associated with fundraising.
- 4.2.3 Provide all donors with specific acknowledgments of charitable contributions, where applicable, in accordance with legal requirements for proper donor substantiation and the organization's disclosure.
- 4.2.4 Not sell or otherwise make available the names and contact information of its donors, except where disclosure is required by law.