9.0 Gifts, Fundraising and Sponsorships

A. Purpose: To clarify what types of gifts and monetary support the library accepts, and under what circumstances fundraising activities are conducted.

B. Scope: The Library accepts without conditions gifts of cash, stocks and bonds or real property and library materials (outlined below). Fundraising activities and sponsorships that support the services, programs, resources, mission and goals of the library and are in accordance with New Hanover County’s policies are also permitted. The library does not accept art or other artifacts unless they have direct relationship to other materials housed in the Local History collection.
   1) Relationships with other departments, agencies, organizations or individuals that do not involve a financial contribution will be treated as a partnership or collaboration and are covered in 10.0 Partnerships, Collaborations and Program Support.

C. Gifts of cash, stocks and bonds or real property:
   1) The library accepts small donations of cash for the purposes of buying materials for the collection in honor or memory of an individual (as outlined below). Donations of cash to support a program, service or activity are also accepted.
   2) Large donations of cash, stocks and bonds or real property may be directed to the Library Foundation of New Hanover County Inc.

D. Materials: The library encourages gifts of materials such as, but not limited to, books, papers, maps, photographs and other items that strengthen its collection and conform to the library collection guidelines (see also 13.0 Collection Development). Donated materials become the property of the New Hanover County Public Library. Items not added to the collection may be sold to benefit the library or donated to another library or organization.
   1) No book plates or other markings will be added to materials added to the circulating collection and no other conditions of use will be accepted for this material.
   2) Materials added to the Local History collection become the property of the New Hanover County Public Library and must be available for public use. The donor must complete a Contract of Gift.
   3) Paintings, sculptures or other artifacts are not accepted unless they are part of a larger donation of papers, photographs and other archival material added to the library’s collection. No conditions can be assigned to these items and they may be transferred, sold or otherwise disposed of.

E. Fundraising: The library conducts fundraising activities to support programs, services and resources of the library. These activities are organized and supervised by the Library Director, may include the use of other staff or volunteers, and may take place in or outside of any library facility. All library sponsored fundraising activities will conform to the policies outlined here and in the New Hanover County policy on gifts and sponsorships.

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1) The library supports fundraising activities conducted by the Foundation, Friends or other library-affiliated organizations. The library will also support countywide fundraising initiatives supported by the Board of County Commissioners.
2) The library will not engage in or support fundraising activities for organizations not affiliated with the library or with New Hanover County unless such activities benefit the library directly.
3) A fundraising activity not benefitting the library may be held in a library meeting room but must conform to the rules and regulations associated with the use of that facility. Such activities are independent of the library and no sponsorships of the library or New Hanover County may be implied or inferred.

F. Endowments and other Foundation Gifts: The library encourages individuals or organizations interested in leaving an estate for the future or perpetual use of the library to work with the Library Foundation of New Hanover Inc. If that option is not available or desired, the library will consider accepting the gift as long as it is consistent with the library’s mission and goals, conforms to the library’s policies and procedures, and is in keeping with New Hanover County’s policy on gifts and sponsorships.
   1) All annual proceeds from such gifts will be deposited in the library’s escrow account and will be budgeted for use in the following fiscal year.
   2) All proceeds will be used for the purposes outlined in the trust or Library Foundation agreement. In the event that no specific purchases or conditions are required, the Library Director will inform the representatives of the endowment or the Library Foundation on how those funds will be budgeted and spent.

G. Sponsorships: The New Hanover County Public Library welcomes offers of monetary support for programs and services from individuals, businesses and organizations in the community. The library reserves the right to decline offers which are not deemed to be aligned with the Library’s mission and goals, the New Hanover County Government mission statement and strategic plan and the NHC Core Values.
   1) Specific dollar amounts required for sponsorship status for an event or program are established by the director or his designee on a case by case basis.
   2) Once these amounts are established, written guidelines, containing clearly identified criteria for support and a list of what sponsor may expect to receive in return, will be posted on the library’s website.
   3) Acceptance of grants in exchange for sponsorship status is subject to all the policies and procedures established by New Hanover County.
   4) Policies governing program support that do not involve a financial component are covered under 10.0 Partnerships, Collaborations and Program Support.
H. Protocol: The library is very appreciative of all gifts, donations and sponsorships and will
acknowledge them in a timely and appropriate manner.
   1) All financial contributions or sponsorships will be acknowledged with a signed letter
      from the Library Director or designee.
   2) Materials purchased by the library with funds donated to it in memory or in honor of
      an individual or group will have a book plate placed in it to recognize that gift.
   3) Gifts of materials will be acknowledged with a receipt or a letter if requested.
   4) Significant gifts may qualify for additional acknowledgements consistent with
      guidelines established for that specific fundraising or sponsorship campaign and those
      outlined in New Hanover County’s policy on gifts and sponsorships.
   5) All monetary gifts will be deposited in the library’s New Hanover County escrow
      account and budgeted for use in future fiscal years unless otherwise agreed to by both
      parties.