

Gift, Donation, and Naming Rights Policy

General (Non-Capital) Donations

Monetary Gifts

The Library accepts monetary donations without conditions on their use for projects previously approved by the Library Board of Trustees. Such money is deposited in the Library Operating Account for future expenditure by the Board.

Memorials/Honoring

The Library actively encourages donations as memorials and as tributes to living individuals on special occasions. Such acts provide the Library with an opportunity to add materials or equipment which it might not otherwise be able to afford. In addition, it is felt that such donations provide individuals with a rich opportunity to honor loved ones with a lasting statement of admiration and respect.

Except in rare circumstances, memorials and tributes are accepted in the form of monetary donations to Somerset County Library. The Library will make every effort to honor the donor's wishes regarding the selection to be purchased. However, the final decision rests with the Library in accordance with its needs and selection criteria.

A bookplate will be placed in the item purchased with the memorial and tribute gift funds. The bookplate will record the honoree as well as the donor. The Library will also note those honored and the donor in the item's record. The Library will send letters to notify all parties of this gift.

In those instances where an individual wishes to donate a memorial book from his personal library, the decision to accept the gift will be based on the principles described in the Library's Collection Development Policy. If accepted, the bookplate and notification will be handled in a normal manner. If it is not accepted, the book will be returned to the donor.

Library Materials

The Library gladly accepts the donation of books and other items with the understanding that the Library may do with them as it sees fit.

Gift materials will be added to the collection if they are needed and if they meet the selection standards that are applied to all materials added to the collection. Gifts accepted for the collection become the property of the Somerset County Library. Gifts not added to the collection will be disposed of in a way that will be most advantageous to the Library.

Upon receipt of gift materials, a receipt is given to the donor acknowledging the gift items, if requested. Due to Internal Revenue Service regulations, the Library is prohibited from providing an estimate of monetary value of the donation.

Special Collections

Special collections of materials will be accepted if they meet the Library's selection criteria. The Library reserves the right to determine such issues as classification, arrangement, and shelving of gift materials. The Library will not accept special collections of materials with any donor's stipulations that these be kept together as a special collection or entity, or restricted as to use in any way. Collections will be accepted only with the understanding that they will be integrated into the general collection with the Library determining location and usage of the materials.

The Library does not accept as a gift any printed or manuscript items or any objects if the condition of acceptance requires permanent exhibition since the Library believes all exhibits should be changed periodically to maintain interest. Such gifts will be referred to a museum or historical society.

Furniture/Art Work/Equipment

Gifts of furniture, art work and equipment will be accepted only when, in the opinion of the Library Director, the proposed gift is of a type that is compatible with the Library's existing furnishings. Generally, it is recommended that donors contribute money for the purchase of such articles.

Acknowledgement of Donations

The Library will ensure that each donor receives acknowledgement and to the degree that the donor is willing, public recognition. The following guidelines will be used in providing acknowledgement to and recognition for donors:

- A letter of acknowledgement for gifts of money and in-kind support will be sent to all sponsors and a copy will be placed on file.
- Any special recognition agreements will be stipulated in the letter.
- Public acknowledgement of sponsorship in the Library's promotional materials will normally be restricted to a statement of the sponsor's name and a display of logo. Such acknowledgement will not take precedence or have prominence over the Library's own logo or promotional material.
- For gifts and/or donations valued at over \$500, the Library may submit a press release to local newspapers and/or publish an article regarding the sponsorship in their own newsletter if the sponsor is willing.

- Acknowledgement of sponsorship may also take the following forms at the Library's discretion:
 - Sponsor's name on promotional materials.
 - Small standardized plaques may be placed on donated furniture or equipment.
 - Library bookplates.

Capital Gift Policy

- All capital gifts and pledges of cash or convertible property made during a capital campaign will be counted toward the campaign goal, provided they are unrestricted or designated for a specific campaign purpose and are not fulfilling a previous capital campaign pledge.
- For recognition purposes, individuals whose gifts are matched by their employers will receive additional campaign credit for the amount matched.
- Campaign pledges will be considered to be "in arrears" after the pledge is 90 days delinquent. At such time, the library foundation will contact the donor to determine if there is intent to complete the pledge. After 180 days delinquent, the pledge will be written off.
- Campaign pledges may be paid on a schedule established by the donor within a three year period.
- Non-cash gifts with a value of less than \$5,000 will be counted in the campaign totals at the appraised value provided by the donor. If the gift is valued at \$5,000 or more, a qualified appraisal will be required. Acceptance of non-cash gifts valued at \$5,000 or greater will be contingent upon the approval of the board.
 - Acknowledgments for non-cash contributions valued at \$250 or more will describe the donation. The amount of specific detail increases with the value of the gift.
 - If the library disposes of the property valued at \$500 or more within two years of donation, the Business Office must file IRS form 8282 and give the donor a copy of the form.

Naming Rights Policies

Criteria for naming Branches and Interior/Exterior Spaces

A branch or significant area within the library may be named for individuals, families, or entities meeting one or more of the following criteria:

- Extraordinary service to the Somerset County Library System as a staff member
- Distinguished person who has provided extraordinary service to the library or who otherwise merits special recognition
- Donors who have made a significant financial contribution to the Library including donors who have made a significant contribution toward the construction or operational support of a new branch or major renovation, an endowment for maintenance and operating costs of a branch, or other program or activity within the Library System.

There shall be a due diligence review of each naming proposal to carefully consider the overall benefit of such naming to the library, including whether the name is and will continue to be a positive reflection on the library. Such due diligence shall include the following:

- Review of any possible conflict of interest issues affecting the library
- Evaluation of the impact on the future giving by the donor and others
- Any other factors that could reflect on the library

In order to avoid the appearance of commercial influence or conflict of interest, or any other potentially adverse consequence, additional due diligence shall be undertaken before recommending the naming opportunities that include a commercial enterprise. Naming opportunities may be assigned that include a commercial enterprise only if the proposed name is appropriate in the public setting of the library and will not detract from the library's use or reputation.

Duration of Names and Name Changes

Naming rights in honor of an individual, family, or non-commercial entity are generally expected to last for the useful life of the branch, interior/exterior space, furnishing, or program.

Naming in honor of a commercial enterprise will have a set number of years attached to the naming, which will be determined on a case-by-case basis and included in a signed gift agreement associated with the naming opportunity. The duration of a commercial enterprise name shall normally remain the same notwithstanding future changes in the commercial enterprise name; provided, however, in the event of a name change in the commercial enterprise, the library board may elect to remove the established commercial enterprise name or change the name at its sole discretion.

If a branch or area within the library is substantially renovated, or there is a significant addition to a branch, it may be renamed, subject to future renaming consistent with this policy and subject to restrictions in any gift agreements related to prior naming actions.

Removal or Change of Name

Naming recognition is provided to individuals, families and entities that exemplify the attributes of integrity and civic leadership. If an individual, family or entity, for whom a naming commitment has been made, violates these standards the library may elect to remove the individual, family or entity name from the naming opportunity. Before taking such action, the library shall undertake due diligence including consultation with counsel, as to any legal ramification that the library may have under any pre-existing agreement(s) related to naming opportunities or in regard to any other matter that may have legal bearing upon a proposed change in name. Any naming authorized by the library board can only be revoked by a vote of that body.

Alternatively, unforeseen circumstances may make it impossible for a donor to complete a gift after the commitment has been recognized by placing a name on a branch, interior/exterior space or major program. The board will make reasonable effort to work with the donor to create a plan for completion of the commitment. However, in certain circumstances it may be necessary for the library to remove the donor's name from the naming opportunity.