

<b>Policy No.:</b> 134.19 <b>Policy Title:</b> Public Donation Policy <b>Department:</b> Office of the CAO/Council <b>Council Approval:</b> <b>Reviewed:</b> <b>Revised:</b> <b>Supersedes Policy/Bylaw:</b>	<b>M#</b>      <b>Date:</b>
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### Policy Statement

The Town of Blackfalds is committed to informing and educating citizens and supporting local organizations and groups in ways that align with the goals, purposes and strategic plans of the Town, and in keeping with Town of Blackfalds Corporate Values.

### 1. Reason for Policy

- 1.1 The purpose of this Policy is to set out the circumstances under which the Town of Blackfalds Council may approve financial donations or donations of resources by request of individuals, community groups and/or organizations within the community and region.

### 2. Definitions

- 2.1 **“Town”** means the corporation of the Town of Blackfalds, its departments and employees.
- 2.2 **“Donation”** means a sum of money given to a charitable cause through a gift, contribution, present, pledge, handout or offering with no reciprocal recognition. If reciprocal benefits exist, the principles of this policy apply.
- 2.3 **“Gift”** means an unsolicited contribution to the Town for which there is no reciprocal recognition expected or required from the Town.
- 2.4 **“In Kind Contribution”** means contributions, other than cash, including corporate products, labour, facility use, and services and/or other assets without charge or purchase.
- 2.5 **“Region”** means the geographical area surrounding the Town of Blackfalds where residents would seek and benefit from services.
- 2.6 **“Resources”** means provision of Town owned materials or assets in kind or provision of municipal labour forces in kind.

### 3. Responsibilities

- 3.1 Municipal Council to:

3.1.1 Approve by resolution this policy and any amendments.

3.1.2 Consider the allocation of resources for successful implementation of this policy in the annual budget process.

3.2 Chief Administrative Officer to:

3.2.1 Implement this policy and approve procedures.

3.2.2 Ensure policy and procedure reviews occur and verify the implementation of policies and procedures.

3.2.3 Monitor and report to Council on an annual basis on the outcomes of yearly donations/sponsorships.

3.3 Director of the Department to:

3.3.1 Ensure implementation of this policy and procedure.

3.3.2 Ensure that this policy and procedure is reviewed every three years.

3.3.3 Make recommendations to the Chief Administrative Officer of necessary policy or procedure amendments.

3.4 Manager to:

3.4.1 Understand and adhere to this policy and procedure.

3.4.2 Ensure employees are aware of this policy and procedure.

3.5 All Employees to:

4.5.1 Understand and adhere to this policy and procedure.

#### **4. Contraventions**

4.1 Failure to comply with this policy and procedures may result in disciplinary actions.

#### **5. Special Situations**

5.1 n/a

#### **6. Appendix**

6.1 n/a

#### **7. End of Policy**

**PROCEDURE**

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**1. Guidelines**
**1.1 Transparency and Accountability**

- a) The Town will review all requests for donations in an open, equitable and fair manner.
- b) Donation requests exceeding a value of five hundred dollars will require Town Council approval.
- c) Financial limits for donations will not exceed one thousand (\$1,000.00) dollars.
- d) Donation requests for funding in amounts less than five hundred (\$500.00) dollars or for in kind services less than five hundred (\$500.00) dollars in value will reviewed and determined by the Office of the CAO.
- e) Donated funds must be utilized for non-capital purposes only and cannot be utilized for payment of an expense that is ongoing in nature.
- f) In Kind donations will be provided to those groups and organizations in which proceeds derived from the event are being put towards Town projects or initiatives. A charitable receipt, where relevant, will be provided for the “in kind” donation that has been received from the Town.
- g) Town Council or Administration may be invited to local or regional events representing the Town and to which there is a fee, either per attendee, or based on an amount per table. Council will consider such invitations through discussion, weighing the merit of participation as well as association and relationship to the Municipality. Considerations and actions include the following:
  - i. Overall merit of the event as well as budget implications will be considered in all requests.
  - ii. Decisions will be formalized by Council resolution in advance of the event.
  - iii. Costs associated in attendance will be expensed to participating Council member assigned Per Diem and participating Administrative member Travel/Subsistence account.
  - iv. Council will have the option to fund the event from other budget sources through the recommendation of Administration.
  - v. Formal invitation response will be provided to the organizing party.

- vi. Applications will include a financial estimate showing all sources of revenue and expenditures expected for the event and/or activity.
- vii. Public perception of donation request will be considered and scrutinized for potential community concern.

## **1.2 Application**

- a) Donation requests will be processed and considered through a formal request provided in writing and meeting the application requirements as outlined in Section 1.2.
- b) Applicants may be requested to appear as a delegation in person and to provide an oral presentation.
- c) Applications forwarded to Council for review will include the document titled “Public Donation Application” form (Appendix “A”) along with the applicants written application request.
- d) This policy will include discretionary approval of individual donations that may fall outside of the criteria identified, with consideration of shifting economic and social needs and benefits.
- e) Requests that are ineligible under this policy may apply for municipal grant funding and can contact the Town for alternative funding opportunities.
- f) Donations, particularly when provided in conjunction with permission to use the Town logo, may imply endorsement of an initiative by the Town. Therefore, the Town will consider reputational, endorsement, precedent-setting, or escalation implications of all donation decisions.
- g) Reputation – the Town will exercise diligence when choosing to affiliate the Town’s name, brand and reputation with a donation partner in a way that may reflect negatively on the Town’s image.
- h) Precedents – the Town must evaluate the potential that a donation may be interpreted as an intention or possibility of being ongoing, that it may be interpreted as invoking an obligation to provide additional donations in the future.
- i) Escalation – the Town must ensure all parties have a clear understanding of the timeline and parameters for support of the initiative.

## **1.3 Eligibility Criteria**

- a) The Town of Blackfalds is a publicly funded government body that offers grant programs to support Community programs and organizations that further supports and improves the lives of our residents. Therefore, donation requests will only be considered, when the applicant meets the eligibility criteria and identified service gap and vulnerable populations.
- b) Applicant must demonstrate that donation will provide a direct or indirect benefit to the Town, its citizens, and those in the region through measurable and meaningful actions.

- c) Must provide statistical data indicating the support or serving of the needs of Blackfalds residents will be provided through the funding initiative being applied for through the funding request.
- d) Applicant is not receiving any grant or other in-kind support from the Town of Blackfalds for the same initiative being applied for.
- e) Application must align or enhance the vision and objectives identified in the Town of Blackfalds Municipal Sustainability Plan.
- f) Must be a registered not-for-profit organization, charitable, or eligible donee.
- g) Organization must be in good standing, and not be in arrears with the Town in any capacity.
- h) Where applicable the applicant must recognize the donation provided by the Town through acceptable use of the Town's brand and profile.

## **2. Delegation of Authority**

- a) The CAO, or designate, with the approval of Council, has the authority to apply reasonable interpretation and the responsibility to ensure Council policies are implemented.
- b) The CAO, or designate, is authorized to process and keep record of Council approved donations/sponsorships on behalf of the Town in an amount approved through Council.

## **3. End of Procedure**

### **Approval**

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**Chief Administrative Officer**

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**Date**