

R7250 – Acknowledgement of Gifts

PURPOSE: In accordance with the above regulations the Board will appropriately recognize the contribution of donors or sponsors. Donors and sponsors will receive an appropriate expression of appreciation for the benefit they have provided to the District. This regulation provides operational guidelines to be used in determining the type of recognition that may be given to donors and sponsors in compliance with District Policies.

GUIDING PRINCIPLES

In determining the type of recognition to be given a donor or sponsor, the following factors will be taken into consideration:

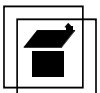
- The nature of the contribution received by the School District
- Appropriate recognition for the contribution received
- Continuity and equity in the forms of recognition given
- Appropriate visibility and prominence to be accorded the donor or sponsor
- Appropriate time and place for conferring recognition

The School District will take reasonable precaution to protect requested anonymity within the limits of Freedom of Information & Protection of Privacy legislation.

Corporate recognition, particularly for sponsorship relationships, may vary from the needs of individual donors.

The school should appropriately recognize donations and sponsorships received directly by a nonprofit associated with one particular school. In conferring recognition to sponsors, schools must adhere to the guidelines outlined herein.

TYPES AND FORMS OF RECOGNITION ACTIVITIES



The type and form of recognition given to donors and sponsors can vary and may consist of, but are not limited to, the following:

- Plaques
- Newsletters
- Press Releases
- Pavers
- Website Recognition

Acknowledgement of donation

Upon Board approval, the Business Administrator or Superintendent will promptly acknowledge all gifts received and thank the donor with a letter, note or e-mail of appreciation.

For \$2,500 or more, a Board resolution will be read.

The President of the Board of Education or Superintendent will acknowledge all donations of \$5,000 or more.

Acknowledgement of large donations in excess of \$100,000 may include, but not limited to, above and any of the below items of recognition. The Board of Education, Superintendent and donor will meet to decide the appropriate acknowledgment.

Board meeting acknowledgment

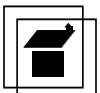
The Millburn Board of Education will have the opportunity to recommend recognition at a public Board meeting for all donations and sponsorships. Recognition at a public Board meeting will be considered for donations and sponsorships of \$10,000 or more.

Media acknowledgement

The School District will acknowledge all donations and sponsorships of \$20,000 or more by issuing a press release.

Permanent plaque

In some cases, the display of a permanent plaque acknowledging a donor or sponsor's contribution towards the acquisition or construction of a facility or site improvement is appropriate.



Facilities where a permanent plaque may be displayed to recognize a donor or sponsor include, but are not limited to, a library, classroom, recreational facility, theatre, playing field or other appropriate instructional spaces.

All permanent plaques will be displayed in a proper location as agreed to by the Board and shall conform to district policies and regulations.

Establishment of Scholarships

The establishment of a scholarship will be acknowledged and the process will comply with Policy 7230.

Naming a facility

From time to time it may be appropriate to recognize the truly outstanding contribution by naming a specific portion of a facility or a facility itself after a donor or sponsor.

The process for naming a specific facility will comply with Policy 7250.

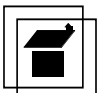
Specific facilities that can be named to recognize a donor or sponsor include, but are not limited to, gardens/walks, concession stand, locker room, library, classroom, recreational facility, theatre, playing field or other appropriate instructional spaces.

Specific facilities supported by gifts may be named after a donor, or a third party at the wish of a benefactor, provided the total cost of the facility is significant; and the contribution represents a significant part of the total cost.

The naming of a facility is to be approved by the Board upon receipt of a recommendation from Administration.

Naming a particular facility will not preclude further naming or other types of recognition within the facility.

Naming rights may only be transferred to another party by mutual agreement by all parties. Naming rights may be traded in the event an organization makes a donation under one name and subsequently changes the name of the



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organization. All costs of changing the name shall be borne by the organization seeking the change in name.

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