

Big Brothers of Greater Vancouver Foundation Donor and Gift Recognition Policy 2009-2012

Mandate

Every donation to Big Brothers of Greater Vancouver Foundation (BBGVF), regardless of size or value, be duly recognized and recorded.

Purpose

- To acknowledge donor contributions.
- To build lasting relationships with donors inviting further contributions and providing reciprocal positive exposure for their philanthropy.
- To advise donors how their generous contributions are utilized.
- To stimulate interest and support among potential donors.

Definitions

Donor – An individual or organization who agrees to donate a one-time or renewed amount over a specified period of time.

Gift – Can include monetary gifts or gifts of property or services, which include, but are not limited to: RRSPs, insurance benefits, stocks, bonds, gifts-in-kind (i.e. services, computer equipment, tickets, etc.), and real estate. The transfer is voluntary and without the expectation of return. All non monetary gift donations must first be communicated to BBGVF.

Policies

Responsibility for the general administration of the policy rests with the Office of BBGVF.

- 1) All donors will be acknowledged within 30 days of their donation.
- 2) Tax receipts will be provided for donations that meet Canada Revenue Agency's definition of a charitable donation.
- 3) Donors wishing to remain anonymous will be respected, however, donors must indicate their wish to remain anonymous at the time of donation.
- 4) In respect of donor confidentiality, BBGVF will not disclose donor information to outside sources under any circumstances.
- 5) All donations will be adequately recorded and logged.
- 6) The level of donor recognition is determined at the time of contribution or upon the agreement of an ongoing contribution.
- 7) In the event a donor recognition level must be changed, equal recognition will be arranged and communicated to donors at that level.
- 8) Special requests for unique donor recognition will be considered if put forth by the donor, however discretion is ultimately left with BBGVF.

Additional Notes

An amount not to exceed one percent of all donations of \$5,000 or more shall be allocated to donor recognition programs. Expenses to be covered are in accordance with our recognition matrix.

BBGVF's donor recognition program shall be renewed and updated every three years. All donations and gifts made in this time frame will be recognized according to these policies. For donors committing more than three years, changes will be discussed and coordinated.

Big Brothers of Greater Vancouver Foundation Donor Recognition Policy 2009-2012

In the case of named scholarships or bursaries, the donor or donor's representatives will be informed of the name of the recipient(s), the annual value of the scholarship or bursary fund and will be invited to meet the recipient and present the scholarship/bursary at an Annual Awards ceremony.

Press releases will be issued by BBGVF in accordance to the above policy. Paid newspaper ads may also be placed by BBGVF as appropriate.

Recognition Levels

Executive Circle - \$50,000+

- A personal telephone call from BBGVF's Executive Director
- A thank you letter from a Big and Little Brother or Buddy
- A commemorative plaque presented at time and location of donor's choice
- Lunch with BBGVF Executive Director and Chair of BBGVF Board
- Photographed cheque presentation and press release submitted to local media
- Logo recognition in the Executive Circle section of the BBGVF website
- Editorial mention and logo recognition in the BBGV Annual Report
- Invitation to BBGVF's annual awards evening
- Opportunity to name and implement an annual award
- A copy of BBGV's Annual Report mailed following the AGM

Visionary Circle - \$35,000+

- A personal telephone call from BBGVF's Executive Director
- A thank you letter from a Big and Little Brother or Buddy
- A commemorative plaque presented at time and location of donor's choice
- Lunch with BBGVF Executive Director
- Photographed cheque presentation and press release submitted to local media
- Logo recognition in the Visionary Circle section of the BBGVF website
- Editorial mention and logo recognition in the BBGV Annual Report
- Invitation to BBGVF's annual awards evening
- A copy of BBGV's Annual Report mailed following the AGM

Believer Circle - \$25,000+

- A personal telephone call from a BBGVF representative
- A thank you letter from a Big and Little Brother or Buddy
- A commemorative plaque presented at time and location of donor's choice
- Lunch with BBGVF Executive Director
- Photographed cheque presentation and press release submitted to local media
- Logo recognition in the Believer Circle section of the BBGVF website
- Editorial mention and logo recognition in the BBGV Annual Report
- Invitation to BBGVF's annual awards evening
- A copy of BBGV's Annual Report mailed following the AGM

Big Brothers of Greater Vancouver Foundation Donor Recognition Policy 2009-2012

Champion Circle - \$10,000+

- A personal telephone call from a BBGVF representative
- A thank you letter from BBGVF's Executive Director
- A commemorative plaque presented at time and location of donor's choice
- Lunch with a BBGVF representative
- Logo recognition in the Champion Circle section of the BBGVF website
- Logo recognition in the BBGV Annual Report
- Invitation to BBGVF's annual awards evening
- A copy of BBGV's Annual Report mailed following the AGM

Family Circle - \$5000+

- A personal telephone call from a BBGVF representative
- A thank you letter from BBGVF's Executive Director
- Logo recognition in the Family Circle section of the BBGVF website
- Logo recognition in the BBGV Annual Report
- A copy of BBGV's Annual Report mailed following the AGM

Friendship Circle - \$1,000+

- A personal telephone call from a BBGVF representative
- A thank you letter from BBGVF
- Name recognition in the Friendship Circle section of the BBGVF website
- Name recognition in the BBGV Annual Report
- A copy of BBGVF's Annual Report mailed following the AGM