



CommunityCare
NORTHUMBERLAND

SECTION:	Financial	POLICY:	Donor Recognition
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Policy

To provide suitable and appropriate acknowledgement of donations. All donations (gifts, bequests, gifts in kind) will be recognized by Community Care Northumberland.

Procedure

Community Care Northumberland Donor Relations staff will work to acknowledge every gift with the following guidelines. At any time, a donor may request additional public recognition or decline public recognition.

Gift Acknowledgement

Gifts of \$20 - \$999:

- Thank you letter and Income Tax receipt if applicable for gifts over \$20 will be issued within 30 business days. Donations made online will receive email acknowledgement. All thank you letters will be signed by the CEO, or Director of Donor Relations.
- All donations over \$500 receive a personal thank you call from the Director of Donor Relations or appropriate staff member.

Gifts of \$1,000 - \$9,999:

- Thank you letter and Income Tax receipt if applicable will be issued within 30 business days and will include a handwritten note from the Chief Executive Officer or the Director of the department the donation is specified for.
- For donations that are not eligible for tax receipts or for donations made online where email tax receipts are issued, a handwritten thank you card from the Chief Executive Officer, the Director of the department the donation is specified for, or the Director of Donor Relations will be sent.
- Acknowledgement on social media/press release is an option if the donor is amenable to public recognition.

Gifts over \$10,000:

In addition to the recognition included in the previous categories:



- With the Donors permission, their donation will be featured in the Community Care Northumberland newsletter.
- If the Donor chooses to, Community Care Northumberland will submit a press release including a photographed cheque presentation to the local media along with acknowledgement on social media.

In Memory Donations:

1. Donations in memory of someone will be acknowledged with a letter to the family of the person being remembered. The letter will include the names of the donors unless the donor requests anonymity. The amount of the donation will be kept confidential.

Additional Recognitions:

1. Additional recognition for donations may be made as determined by the Director of Donor Relations.