

	DuPage County Animal Services	Document #: ADM-14-01
		Effective Date: 8/1/2023
	General Operations Manual	Revision Date:
	Donor Recognition and Memorial Policy	Approved By:

Purpose The purpose of this policy is to define the scope, standards, responsibilities, and approach for charitable gift donor naming opportunities and memorials. The DuPage County Animal Services department encourages the use of private philanthropy to enhance animal related services and further Animal Services’ mission. Philanthropy is an integral part of the Animal Services department’s success, aiding its animal care, public outreach, and service activities now and in generations to come. In appreciation and recognition of generous gifts, some donors qualify for naming opportunities. Animal Services also encourages donors to perpetuate their association with compassionate animal care through naming opportunities that honor or memorialize themselves, their families, loved ones, friends, or organizations.

Definitions

- DuPage Animal Friends – a 501(c)3 charitable partner established to solicit donations with the intent of granting it to DuPage County Animal Services or by directly funding requests of the DuPage County Animal Services department.

Policy Philanthropic naming proposals are required to be reviewed by the Veterinarian Administrator and Operations Manager. Once reviewed, proposals will be submitted through the DuPage County Animal Services Committee for final approval. A significant number of the gifts impacted by this policy are pledged to and received by DuPage Animal Friends. DuPage Animal Friends will ratify this policy as their own and will transfer cash donations through the DuPage County Grant process or will provide gifts in-kind in coordination with the Animal Services department. This policy provides:

- Authority to negotiate terms of a named gift, including exclusivity of a naming opportunity or term of years for such recognition;
- Authority to set gift levels for specific naming opportunities as they fit within the larger context of a campaign or project;
- Develop appropriate recognition levels for structured and planned gifts that reflect the present value of a structured gift or the potential of a planned, estate gift.
- Ensure that ethical and legal fundraising practices are followed;
- Drafting the Gift Agreement that must accompany each named gift.

Proposed naming opportunities will be reviewed to ensure the following:

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- Enhances the reputation of the County,
- Conforms with the Animal Services' commitment to serving people and saving animals, while advancing the Animal Services' mission, without endorsing an ideological position or commercial product and/or service.
- Recognizes a reasonable and consistent proportion of the cost of the area or program to be named, as well as other considerations that relate to donor recognition.
- Plaques shall not contain the following content: a) obscene or vulgar language or images; b) references to or images of tobacco, alcohol, drug paraphernalia or illicit substances, or the use thereof; c) with a proprietary component; d) which constitutes a criminal act; e) that promotes, advocates or endorses any criminal, terrorist, seditious, supremacist or segregationist organization or activity; f) that is patently offensive, derogatory or demeaning of any person or persons on account of their race, religion, gender, ethnicity, national origin or sexual orientation; g) that promotes, advocates or endorses any partisan political organization or activity, or which involves electioneering.

Donor naming opportunities are to be determined by the following considerations:

- Proportionate – The naming opportunity must fit well with other areas in terms of giving level and expense to produce the recognition.
- Traffic – The higher the traffic (people using, walking through, or viewing virtually), the higher the dollar amount to recognize as this is greater perceived value by the donor.
- Visibility – This pertains to who is likely to see or use the area and what the value that has for donors.
- Type of Use – the area may have high appeal in terms of how it is used.
- General Appeal – Some areas have naturally high appeal, such as lobbies, building names, space names, and endowments.
- Creativity – Areas may be combined or sub-divided, for instance. Recognition is planned, but opportunities may justify changing aspects of that plan.

Upon approval, Animal Services will administer the implementation of the naming opportunity in collaboration with the donor and the DuPage County Facilities Management.

For a naming opportunity equal to or greater than \$10,000, a donor(s) will present a minimum of 20% of the gift total in cash when a Gift Agreement is executed. Pledges are expected to be paid at least annually for a period of not more than five years.

Stewardship and Maintenance

In such circumstances, the County and DuPage Animal Friends will make a reasonable effort to work with the donor to adjust terms of the gift and pursue other financing opportunities.

Animal Services reserves the right to remove any plaque from public display, and to rescind any prior approvals to install a plaque, in the event the County determines that the continued display of the subject plaque would not be in the County's best interests or the if the agreed-upon philanthropic contributions are significantly reduced. The County shall determine what matters are in its best interest but will specifically consider whether the plaque's honoree engaged in any unlawful, immoral or notorious act.

The Animal Services Committee may revoke a previously approved recognition materials, or direct that a recognition, or portion(s) of a recognition, be removed or relocated, at any time and in the Committee's sole discretion. After the County has incurred expenses ordering goods or performing work the Donor is not eligible for reimbursement or restitution for the revocation of a Recognition. The decisions of the Animal Services Committee regarding this policy are final and not appealable to the County Board.

The duration of a name on any structure ordinarily continues as long as the structure is used in the same manner or for the same purpose for which the naming occurred. Upon demolition, replacement, substantial renovation, or redesignation of purpose, Animal Services may deem that the naming period has concluded. The appropriate Animal Services representative will make all reasonable efforts to inform the donor and his or her representatives in advance when the naming period is deemed to have concluded. Animal Services may, but is not required to, provide for the appropriate recognition of the previous name in or near new and renovated facilities. The donor shall be responsible for keeping their, or their designee's, contact information updated with the Animal Services Management.

All Recognitions installed under this policy become the property of the County of DuPage. In the event a Recognition is damaged by accidents, Acts of God, vandalism or other criminal act, the Recognition, or any damaged component thereof, may be removed, replaced or repaired at the County's discretion. If a plaque can be salvaged, the County will use its best efforts to return it to the donor or donor's designee.

Nothing herein shall prevent the immediate removal of any Recognition deemed by the County to constitute an immediate threat or danger to the public's health, safety or welfare without notice to the donor. This policy specifically includes removing a Recognition tree, without notice to the donor, whenever such tree is infested or diseased and there is a risk of such infestation or disease spreading to other trees.

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County staff charged with carrying out this policy may report to the Animal Services committee from time to time on the effectiveness of this policy, the need to amend the policy and to seek direction on policy matters involving:

- Policy updates;
- Fees;
- Resolution of disputes;
- Financial implications; and
- Other matters as deemed appropriate

Applicability

Veterinarian Administrator, Operations Manager, DuPage Animal Friends Board Members, Animal Services Committee Members

Related documents

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