

Title Partnership Policy
Policy Number CPL-17-21
Policy Type Operating
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Notes



Purpose

Caledon Public Library has a long history of building relationships in an effort to:

- extend and enhance our library services while improving sustainability;
- support Town and community initiatives; and
- improve collaboration and reduce redundancies between partner organizations.

The purpose of this policy is to formalize a framework within which the Caledon Public Library may work together with public or private organizations, community groups and agencies, or individuals.

Scope

This policy applies to a variety of partnerships in which the Caledon Public Library may engage. As confirmed in the Town of Caledon's Corporate Policy on Partnerships, these types are defined below:

Public-Public Partnerships (PuPs) exist between the Library and a Public organization, for purposes which could include, but are not limited to: assistance in funding, transfer of technical skill or expertise, etc.

Public-Private Partnerships (P3s) offer the Library creative ways to improve infrastructure through partnering with a Private Sector entity, where there is a clear transfer of the design, plan, and maintenance of the infrastructure asset, mitigating risk but also offering the Partner an opportunity to benefit.

Corporate Partnerships are entered into by the Library with parties interested in marketing their brand through Library assets and activities, often including both Sponsorship and Advertising activities. Sponsorships are recognized as a non-tax based form of revenue generation that are being executed to enhance (not fund) core Library activities, including, but not limited to programs, events, facilities and services.

Community Service Partnerships are collaborations between the Library and Community Organizations, addressing a community need.

This policy does not apply to:

- Philanthropic gifts or donations
- Grants or funds obtained from other levels of government
- Arrangements where the Library sponsors or contributes to external projects of other organizations.

Guidelines

Guiding Principles

It is the policy of the Caledon Public Library that it will enter into partnerships that:

- Align with and further CPL's vision, mission, goals, objectives and priorities;
- Are developed and maintained in the best interests of CPL;
- Enhance and do not compromise CPL's image in the community;
- Have no impact on the policies or procedures of CPL;
- Do not jeopardize the equity of access to CPL services or collections;
- Protect the principle of intellectual freedom, not allowing for influence over the selection of collections or delivery of services;
- Build and implement value added services; and
- Are conducted in a transparent, consultative and accountable manner.

Small or local partnerships may be informal in nature; however as partnerships grow, formal memos of understanding or agreements will be developed and regularly reviewed.

In alignment with the Town of Caledon's relevant Corporate Policy, the following industries and products are ineligible for partnership with the Library:

- Parties whose business is substantially derived from:
 - the sale or manufacture of tobacco products
 - products of a pornographic nature
 - alcoholic beverages when the targeted beneficiaries of the corporate partnership are youth under the legal drinking age
 - the support of or involvement in the production, distribution, and sale of weapons and other life-threatening products
- Parties who are not in good financial standing with the Town or Library or are in adverse litigation with the Town or Library
- Groups, associations or individuals who are primarily political or religious in nature/affiliation

Roles and Responsibilities

All library staff have a responsibility for nurturing existing partnerships that advance the CPL's mission, vision and values. This includes support for effective communication and coordination

of partnership activities. Within those shared responsibilities, the following specialized roles exist:

- All members of the Library's Management Team are responsible for supporting partnership development and related activities system-wide.
- The Manager of Communications and Community Development plays a leadership role in developing, sharing and initiating best practices related to the development and management of strategic partners and sponsors.
- The Manager of Youth Services supports key relationships with schools and other partners advancing learning experiences and supports for children and teens.
- The Manager of Information Services supports key partnerships for the development and enhancement of adult and senior learning opportunities.
- The CEO/Chief Librarian is responsible for ensuring the Library Board is informed of and supports major partnership activities and initiatives. The CEO/Chief Librarian will work to seek out and advance potential partnerships consistent with the policy, however when long term or major commitments involving staff time, library space or financial obligations are involved, Library Board approval will be required before finalizing agreements.

Sponsorships

The Library may solicit and encourage the business community, service clubs or other organizations to become sponsors of Library events, programs and services which will benefit the community by allowing the Library to increase the level of service provided to the residents of Caledon.

A sponsorship is defined as a mutually beneficial exchange whereby the sponsor receives value in return for cash and/or products or services in kind provided to the Library.

Final approval of sponsorship agreements is as follows:

- The CEO/Chief Librarian may approve sponsorships which are valued at \$10,000 or less. The details of all such agreements will be shared with the Library Board at the next regular meeting.
- Library Board approval is required for all sponsorships with a value greater than \$10,000 and in any cases (regardless of value) that include naming of branches, rooms, programs or collections.

Sponsorship Termination

The Caledon Public Library reserves the right to terminate an existing sponsorship should conditions arise during the life of the sponsorship that result in it conflicting with this Policy or that sponsorship no longer supports the best interests of the Library.

Recognition

Sponsors shall be provided with a level of recognition commensurate with their contribution. Recognition shall be in conjunction with, but not limited to the programs or services which are supported by the sponsor. The nature of the recognition shall be confirmed in the sponsorship agreement but may include the sponsor's name and/or logo on Library property, printed materials and/or the Library website.

Written Agreement

Sponsorships will be confirmed in a formal agreement that outlines the responsibilities and deliverables for all parties involved including the terms of the sponsorship, a set time period, any recognition to be provided to the sponsor, and the Library's right to terminate the agreement.

All obligations on the part of the Library and the sponsor will end upon termination of the sponsorship agreement, unless otherwise specified within.

Any public use of the name and/or logo of the Library and other affiliated organizations, special collections, resource collections, special services, programs and departments must be approved by the CEO/Chief Librarian.

Official Receipts

Official receipts will not be issued to sponsors for their contribution to the Library as the sponsor is receiving a benefit in return for their support.

Related Documents:

- Town of Caledon Corporate Policy - Partnerships