

Donation Recognition and Stewardship Policy

The gift recognition and stewardship policies of the Ita Wegman Association of BC for Curative Education and Social Therapy (Glenora Farm) reflect the following core values:

#1: Respectful Communications

Glenora Farm believes in a donor/community-centric approach to fundraising. What this means is that we see our grantors, sponsors, and donors as integral partners of Glenora Farm. We believe in respectful, transparent communication about impact and reject fundraising tactics involving escalating solicitation. We uphold the Donor Bill of Rights created by the Association of Fundraising Professionals (AFP), the Association for Healthcare Philanthropy (AHP), Council for Advancement and Support of Education (CASE), and the Giving Institute.

The Donor Bill of Rights can be found [HERE](#)

We may follow up on contributions with a brief donor survey ([AVAILABLE HERE](#)) This survey enables us to collect the information we need to prepare your tax receipt, understand the intention behind your gift, and honour your wishes in regards to recognition and future communications. This survey allows us to identify important information like when supporters wish to remain anonymous, when donations are made in the name of others, and whether or not contributors would like to receive news and event invites from Glenora Farm.



#2: Focus on Impact

We understand that our donors give to Glenora Farm because they believe in our work and want to support the difference it makes to our people, our land, and broader communities. For this reason, we are committed to ensuring that your contributions are focused on programming and services rather than donor incentives* (*see #3).

#3: Equal Valuation

Glenora Farm is supported by a diverse network of individuals, families, groups, clubs, organizations, foundations, and businesses who give according to myriad unique circumstances. Therefore, we seek to celebrate every gift (including non-monetary support), whether large or small, as equally valuable to



THE ITA WEGMAN ASSOCIATION OF BRITISH COLUMBIA

*For Curative Education
And Social Therapy*

4766 Waters Road
Duncan, BC V9L 6S9

(250) 715-1559
info@glenorafarm.org
www.glenorafarm.org

Glenora Farm. With this horizontal approach, we do not use “levels” to differentiate gifts. Instead, we acknowledge all contributions above \$25 with the same core recognition practices.

Our core recognition practices (for gifts valued \$25+) include:

- A personal phone call within 3 business days of receiving your gift.
- A hand signed thank you card and small (sustainable) gift.
- Acknowledgement via our website (supporter page), Facebook page, and annual report.
- An Honorary Glenora Farm membership
 - This is a non-voting membership that includes:
 - Our Glenora Gazette newsletter
 - An invitation to our AGM
 - Discounts at the Glenora Farm store (save \$10 on purchases of \$45 or more - tobacco excluded)
 - Complimentary passes to our theatrical and musical performances

We also acknowledge that in some cases additional recognition is appropriate (e.g. sponsorships, grants, special projects, donations in memoriam/the name of others). We are always happy to work with our supporters to celebrate your contribution within the limitations of our resources and the guidelines of the Canada Revenue Agency. Please contact us to discuss ideas and options for additional recognition.

