



FOOD FOR LIFE CANADA INC.

POLICY CATEGORY	DONOR RECOGNITION POLICY
POLICY NUMBER	5
TITLE OF POLICY	DONOR RECOGNITION POLICY
APPROVED BY	BOARD OF DIRECTORS
DATE OF APPROVAL	OCTOBER 15, 2008
REVISION DATE	

PURPOSE: To outline the procedure for recognizing donors.

GENERAL PRINCIPLE: To recognize donors to Food for Life.

PROCEDURE

1. All donors to FFL will receive:

- (a) a tax receipt where appropriate and acknowledgement of their gift.
- (b) invitation to the Food for Life Annual General Meeting.
- (c) copies of the FFL newsletter & Annual Report.

2. Media Coverage:

At the request of the donor, FFL will contact the media to endeavour to obtain appropriate coverage of the donation. Although contact with the media is usually the responsibility of the donor, FFL will cooperate with the donor and the media in making arrangements. FFL is not responsible for the actions of the media.

3. Cumulative Donor Recognition:

(a) FFL will recognize cumulative giving to the organization in both our Annual Report and on the FFL website in the following categories:

Leader	\$1,000,000 +
Champion	\$250,000 to \$999,999
Benefactor	\$100,000 to \$249,999
Patron	\$ 25,000 to \$ 99,999
Supporter	\$ 5,000 to \$ 24,999

Contributor \$ 1,000 to \$ 4,999

- (b) Time Frame: All gifts are cumulative since 1995.
- (c) Pledged Gifts: Pledged gifts will be counted as the total of the pledge. Donors, who are unable to meet their total pledge commitment, will be considered according to cash received.
- (d) Grandfather Clause: The Accordingly, a donor's name which has been listed in a certain category will remain in that category even if the gift level for that category is increased in the future. Donors whose contributions reach a higher category will have their name moved appropriately.
- (e) Keeper Recognition: All donor groups, organizations and service clubs who donate will be contacted about their desire to receive a keeper plaque, certificate or commemorative letter.

4. Annual Donor Recognition:

- (a) FFL will recognize donors making annual gifts to the organization in both our Annual Report and on the FFL website in the following categories:

Individuals	\$100 +
Corporations	\$1,000 +
Service Clubs	\$1,000 +

- (b) As of June 2008, FFL has one additional recognition opportunity for annual & capital donors: the FFL van. Recognition on the van is limited, so the qualifications for recognition are as follows:

Signage ** on the side of the van: \$2,500 / year
Signage ** on the back of the van: \$5,000 / year

Capital contributions to the van: \$10,000+ for permanent signage

** Policy for signage is as follows:

- (i) Costs for the creation, installation and maintenance of decals are the responsibility of the donor
- (ii) Decal size for annual donors should be limited to 144 sq inches

5. Gifts in Kind/Media Support and Sponsorship:

These gifts will be considered on their own merit and on an individual basis as they arise.

6. Major Gifts:

If a corporation becomes a "Major Gift" contributor and the gift meets or exceeds \$100,000, consideration will be given for special recognition on a case by case basis.

Guidelines for considering a Major Gift Naming Opportunity will be drafted as needed (i.e. at which time FFL undertakes a capital fund raising appeal for physical property). Each situation will be determined on an individual basis