



SENIOR CENTER GIFT ACCEPTANCE DONOR RECOGNITION AND NAMING POLICY

Introduction

All donations solicited by the City of Traverse City to implement the construction and furnishing of the Senior Center will follow the policies and procedures outlined below. The City will be raising funds which will be ultimately directed and expended by the City of Traverse City to implement the new Senior Center building and park grounds.

General Gift Acceptance Policies

Acceptance of any contribution, gift or grant is at the discretion of the City of Traverse City. The City will not accept any gift unless it can be used or expended consistently with the purpose and mission of The City. The organization reserves the right to decline a gift from any donor.

The City accepts donations of cash or publicly traded securities. Certain other gifts, real property, personal property, non-liquid securities, and contributions whose sources are not transparent or whose use is restricted in some manner, must be reviewed prior to acceptance due to the special obligations raised or liabilities they may pose for the City of Traverse City.

Donor Acknowledgements

Within 14 days of donation receipt, every donor to the City of Traverse City shall receive a formal acknowledgement/ thank you letter and donation receipt consistent with IRS requirements. With the exception of gifts of cash and publicly traded securities, no value shall be provided on any receipt or other form of substantiation of a gift received. If a donor receives anything of value in exchange for the donation, such as a dinner or event admission, the tax receipt shall clearly state that portion of the donation that is tax deductible.

Donor Privacy Policy

The City of Traverse City respects the intent of the donor relating to gifts for restricted purposes and those relating to the desire to remain anonymous. With respect to anonymous gifts, the City will restrict information about the donor to only those staff members with a need to know.

Any information supplied to the City of Traverse City by donors will be used solely to fulfill the donation and shall not be shared for any reason unless the donor grants permission to share such information. The City does not sell or share donor lists. Donors who supply the City with their postal address or email address may be contacted periodically for solicitation purposes and/or with information regarding upcoming events. If requested, Donors will be removed from all mailing lists.

Fundraising

Funds shall be solicited in a respectful manner and without pressure. All third parties not directly affiliated with the City of Traverse City who wish to solicit funds on behalf of the organization must acquire written permission from the City prior to beginning any fundraising activities. The City will not compensate, whether through commissions, finders' fees or other means, any third party for directing a gift or a donor to the City.

The City of Traverse City is a Michigan municipal corporation and contributions made to the organization may be tax deductible. Donors should confirm tax deductions independently.

Donor Naming and Recognition Opportunities

Pursuant to the City of Traverse City Naming Policy, the City maintains the authority for and will have final approval for any and all naming opportunities related to the Senior Center. Due to the nature of this project and the incentive naming opportunities provide for large donors, the following parameters have been approved by the City Commission for naming opportunities in conjunction with the implementation of the activities at the Senior Center:

NAMING OPPORTUNITES AND REQUIRED GIFT LEVELS.

Naming opportunities are reserved for the most generous gifts and will be granted at minimum levels to be determined. Naming opportunities will be eligible for specific items including those listed below as well as other items determined by the City Manager.

1. Commercial Kitchen Equipment
2. Indoor Furniture
3. Dining Multipurpose Room
4. Covered Patio Room
5. Activity Lounge Room
6. Group Exercise/ Multipurpose Room
7. Multipurpose 1 Room
8. Multipurpose 2 Room
9. Pickleball/ Tennis Courts
10. Trees

GIFT ELIGIBILITY.

1. Deferment gifts/pledges may be considered as part of a gift commitment if the gift is non-revocable and the net present value of the gift meets the required gift level established for the Gift Recognition.
2. Oral promises of a future gift do not qualify for a naming opportunity.
3. If a contribution is pledged over a period of time, the City will establish the timeframe when the name will be added.

NAMING PARAMETERS.

1. Before extending a naming opportunity, the Parks and Recreation Superintendent will consider issues and the impact on the City's reputation and marketing.
2. The City will retain veto power over the name selected, regardless of the dollar size of the proposed gift.

3. Names shall not include brand names, trademarks or the terms, "Foundation," "Organization," "Corporation" or "Company."
4. Donor naming of the building and rooms therein will continue for the useful life of the facility. When a named facility is taken out of service or upgraded substantially, the City will develop a plan along with the donor or family (if possible) to continue donor recognition in a way that is visible and in context with standard giving levels of the time.
5. The City reserves the right to remove at any time names that it determines would cause embarrassment or disrepute to the City or the park.
6. All naming opportunities will be contingent upon governmental grant restrictions where applicable.

RECOGNITION OPPORTUNITIES.

Recognition opportunities will honor donors beginning at a level of \$3000. Donors at this level will be recognized within a particular area of the building to highlight donors and their generosity.

I hereby certify that the above Policy was adopted by the City Commission of the City of Traverse City at its regular meeting held on December 4, 2023, in the Commission Chambers of the Governmental Center, 400 Boardman, Traverse City, Michigan.



Benjamin Marentette, MMC, City Clerk