



Approved By	Board of Directors
Committee Oversight	Resource Development / Public Relations
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## DONOR RECOGNITION POLICY

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### POLICY STATEMENT

The Stratford General Hospital Foundation (Foundation) is committed to recognizing and honouring its donors' generosity in a manner that adheres to the highest standards of professional conduct, ethical fundraising practices, and legal requirements. The Foundation's approach to donor recognition will be thoughtful, inclusive, and respectful, ensuring that all donors, regardless of gift size, feel valued and appreciated for supporting the Foundation's mission.

### PURPOSE

This policy establishes clear guidelines for recognizing and acknowledging donors, ensuring that all recognition efforts reflect the Foundation's commitment to transparency, donor stewardship, and respect for donor privacy and preferences. The policy aims to strengthen lasting relationships with donors and demonstrate our appreciation for their vital contributions to the Foundation's work and the healthcare community that we serve.

### POLICY

#### Donor Recognition Principles

The following principles will govern the Foundation's approach to donor recognition:

- 1. Integrity and Transparency:**
  - All donor recognition practices will be truthful, transparent, and in compliance with legal and ethical standards.
  - Recognition will accurately reflect the nature and amount of the gift, ensuring appropriate acknowledgment.
- 2. Respect for Donor Preferences:**

- The Foundation will honor donor wishes regarding recognition, including anonymity or exclusion from public acknowledgement. Donors who prefer anonymity will have their privacy respected and maintained.
- Recognition will be offered in a manner that aligns with the donor's preference for visibility, whether through public acknowledgment or private recognition.

**3. Equity and Fairness:**

- All donors, regardless of the size of their contribution, will be treated with equal respect. Recognition will reflect the gift's significance to the Foundation's mission, not just its financial value.
- Recognition efforts will be proportionate to the donation with appropriate tiers or categories for giving levels.

**4. Stewardship and Long-term Relationships:**

- Recognition will foster long-term relationships with donors, encouraging ongoing engagement and trust.
- Stewardship is integral to our donor relations, and recognition will serve as a means of showing gratitude and motivating continued support.

## **Types of Donor Recognition**

The Foundation offers various forms of recognition to honour donors, including but not limited to:

**1. Public Acknowledgment:**

- Donors may be publicly acknowledged in the Foundation's annual reports, on the website, and through social media, in alignment with donor preferences.
- A donor recognition wall or permanent displays may be used to acknowledge significant gifts.
- Public recognition events such as donor appreciation receptions, annual meetings, or special events may be held to honour donors.

**2. Personalized Recognition:**

- Personalized thank-you letters from the Executive Director or Board Chair will be sent to all donors.
- Personal thank you phone calls for gifts over \$1,000 will be completed by Foundation staff and board members.
- Personal phone calls or meetings with key staff or board members may be arranged for major donors or those who have made a significant impact.

**3. Gift Recognition Levels:**

- The Foundation has established recognition levels to honour donors who contribute at specific levels. These levels will reflect both current and future giving commitments.

- The donor giving levels are as follows:
  - Transformational Gift Society (\$1,000,000+)
  - Visionary Society (\$500,000 - \$999,999)
  - Builders Society (\$200,000 - \$499,999)
  - Major Benefactors (\$100,000 - \$199,999)
  - Benefactors (\$50,000 - \$99,999)
  - Patrons (\$10,000 - \$49,999)
  - Supporters (\$5,000 - \$9,999)
  - Friends (\$1,000 - \$4,999)
- 4. **Named Giving Opportunities:** (see Naming Opportunities Policy)
  - In some cases, donors may have the opportunity to name specific programs, projects, or areas within the Huron Perth Healthcare Alliance – Stratford General Hospital to recognize their contributions. These opportunities will be presented in alignment with the Foundation’s Naming Opportunities policy.
- 5. **Special Recognition for Planned Gifts:**
  - The Foundation acknowledges planned gifts through special events or opportunities to include donors in legacy/endowment societies.
  - With their consent, donors who make a planned gift or bequest will be honoured as members of the Foundation’s Lasting Legacy.

### **Anonymity and Confidentiality**

- **Donor Anonymity:** The Foundation respects the wishes of donors who prefer anonymity. Any donor who expresses a preference for anonymity will be excluded from all public recognition, including printed donor lists, recognition walls, or media coverage.
- **Confidentiality of Donor Information:** The Foundation ensures that all donor information, including the size and nature of the gift, is treated with the utmost confidentiality unless the donor has given explicit consent to share this information (see Confidentiality Policy).

### **Gift Acknowledgment Process**

1. **Receipt of Donations:** Upon receipt of a donation, the Foundation will provide a timely and accurate official donation receipt in compliance with Canada Revenue Agency regulations.
2. **Acknowledgment Letter:** A personalized letter of acknowledgment, expressing gratitude for the gift and outlining how the donation will be used, will be sent to each donor promptly.
3. **Recognition Letter:** Donors who meet the criteria for a specific recognition categories will receive a separate acknowledgment or recognition letter indicating their inclusion.

## **REVIEW**

This policy will be reviewed every two years by the Resource Development/Public Relations committee to ensure that the Foundation continues to comply with charitable laws, regulations, guidelines, and best practices.

In the interim, this policy may be reviewed or rescinded if the Resource Development/Public Relations Committee deems fit.

## **RELATED POLICIES**

Confidentiality Policy  
Ethical Fundraising Practices Policy  
Gift Acceptance Policy  
Naming Opportunities Policy