

Department Policy & Procedure (DRAFT 5/20/02)



Subject: ACCEPTANCE OF GIFTS AND DONOR RECOGNITION		Number 060-P 2.13.1
		May 20, 2002
		Supersedes July 18, 1977 and replaces 060-P1.4.2 Donor Recognition 7/6/95
Approved:	Department: Parks & Recreation	Page 1 of 9

1.0 PREAMBLE

Seattle Parks and Recreation gratefully accepts gifts and donations from private individuals and entities that support the programs and services the Department provides to the public. This policy supersedes the 1997 policy; lays out the review process for deciding whether and under what circumstances to accept a gift; creates a record-keeping mechanism; and sets forth guidelines for donor recognition.

2.0 PURPOSE:

To establish a policy, criteria, guidelines and procedures for the acceptance of gifts, and for recognition by Seattle Parks and Recreation of donors of private gifts.

3.0 ORGANIZATIONS AFFECTED

- 3.1 Seattle Parks and Recreation
- 3.2 Seattle Board of Park Commissioners
- 3.3 Advisory Councils
- 3.4 Associated Recreation Council

4.0 REFERENCES

- 4.1 Guide to Gifts for Parks and Recreation (Gift Catalog)
- 4.2 Design Standards - Seattle Parks and Recreation
- 4.3 Department Current List of Unfunded Needs
- 4.4 Design Guidelines for Plaques
- 4.5 Policy and Procedure on Placement and Maintenance of Visual Artwork on Seattle Parks and Recreation Property, 060 P2.14
- 4.6 Policy and Procedure on Corporate Sponsorships

4.7 Policy and Procedure on Park Naming

5.0 POLICY

5.1 It is the policy of Seattle Parks and Recreation :

- 5.1.1 To encourage and facilitate public and private gifts, bequests, and such contributions that enhance, beautify, improve, supplement, support, or otherwise benefit the park and recreation system.
- 5.1.2 To accept only those gifts that are consistent with the mission and policies of SEATTLE PARKS AND RECREATION.
- 5.1.3 To accept only those gifts given with the full understanding that they become the property of the Department and are subject to the laws, policies and procedures that govern Parks.
- 5.1.4 To accept gifts from private individuals, for-profit corporations, not-for-profit organizations and public entities which:
 - 5.1.4.1 Are given with no contingencies other than that they be used for a specific program, activity or area of programming or activity. (Gifts from corporate donors who have a corporate sponsorship requirement fall under the Corporate Sponsorship Policy.);
 - 5.1.4.2 Bear no emblem of, or reference to, firearms, tobacco, alcohol, or pornography; and
 - 5.1.4.3 The Department is not obligated to replace if the gift is stolen, vandalized, worn out, irreparably damaged or destroyed.
- 5.1.5 To discourage donations that are memorial in nature by emphasizing that the park system exists to meet the recreational and stewardship needs of park users.
- 5.1.6 To recognize donors in a manner consistent with Department goals.
- 5.1.7 To protect the open space and greensward areas as the foundation of the Seattle Park System, and to limit donor recognition objects in those areas to benches, trees, and plant materials. Benches should be placed only where placement is deemed a park or recreational necessity as determined by guidelines developed, monitored, and evaluated by Department-designated landscape architects.
- 5.1.8 To limit plaques and visible recognition objects to areas of the park system recognized as "built" environments, i.e., benches, picnic tables, buildings, play areas, ballfields, tennis courts, etc.
- 5.1.9 To limit as much as possible all gifts and recognition objects in "built" environments to items that complement those environments, e.g., murals for buildings; turf/rebar/ sand/play

equipment for play areas; turf/backstops/bleachers for ballfields; nets/posts for tennis courts; backboards/nets/scoreboards for basketball courts.

5.1.10 To limit the number of donor recognition projects that involve decorative tiles, pavers, and artwork that require mounting on walls, concrete, or any other surface that enhances the “gray” and detracts from the “green” characteristics of our parks. Such projects should require at least 50% support from property owners within one block of the park boundaries and a written commitment from a representative community organization to assume responsibility for all associated costs and repairs.

5.1.11 To ensure that all plaques are consistent with Seattle Parks And Recreation Design Guidelines for Plaques.

6.0 DEFINITIONS

6.1 Department is Seattle Parks and Recreation.

6.2 Superintendent is the Superintendent of Seattle Parks and Recreation.

6.3 Gifts are all gifts, bequests, or donations to include but not be limited to endowments, real property, structures or portions of structures; money or negotiable securities; materials; equipment, flora, or fauna; improvements to facilities or land; statues, monuments, sculptures, murals and other works of art; plaques, graphics and/or signs; or recreation and cultural arts program instruction, equipment and supplies.

6.4 Donor Recognition Object is a physical object placed in a park to acknowledge a gift donor.

6.5 Parks and Recreation Operations (PRO) is a committee whose functions include review and recommendation on acceptance or rejection of gifts and donor recognition objects offered to the Department.

6.6 Project Steering is a committee whose functions include review and ratification of PRO's recommendation to the Superintendent on acceptance or rejection of gifts and donor recognition objects offered to the Department.

6.7 Gift Needs Inventory is a list of identified Department operational and capital needs which would make appropriate gifts.

6.8 Commission is the Seattle Arts Commission (SAC).

6.9 Donor is a private, for-profit company, non-profit organization, or public agency wishing to donate funds or objects to the Department.

6.10 Donor Recognition Project is a proposal and plan for placing a donor recognition object at a park or park facility.

7.0 RESPONSIBILITY

7.1 The Superintendent makes the final decision on acceptance of gifts and donor recognition objects, subject only to the limitations of his office under existing City ordinances.

- 7.1.1 The Superintendent may decline proposed gifts or donor recognition objects which are limited by special restrictions, conditions or covenants, which pose extreme budgetary obligations on the Department, or which, in the opinion of the Superintendent, may not be in the best interest of the park system and/or the citizens of Seattle.
- 7.1.2 The Superintendent may determine the life expectancy of gifts; their appropriateness, usefulness and continued value to the park system and to the City; and their retention, relocation, modification, improvement, return to donor, transfer, trade, sale, donation to other agency, or other disposition.
- 7.1.3 Donors are responsible for the total financial costs of donor recognition objects and their installation. The Department is under no obligation to replace stolen, vandalized, irreparably damaged or destroyed recognition objects.
- 7.2 PRO is responsible for:
 - 7.2.1 Generating a "Gift Needs Inventory" and reviewing it for currency once a year.
(Please see 5.5 above.)
 - 7.2.2 Reviewing all gift and donor recognition proposals, and making disposition recommendations on them for ratification by Project Steering.

Reviewing all proposals for gifts and donor recognition objects that are works of art, as defined in the Policy and Procedure on Placement and Maintenance of Visual Artwork on Seattle Parks and Recreation Property.
 - 7.2.3 Assigning staff assistance where necessary.
 - 7.2.4 Scheduling gift and donor recognition proposals on the PRO agenda.
 - 7.2.5 Maintaining the Gift Proposal log and file.
 - 7.2.6 Composing for the Superintendent's signature receipt letters and letters of acceptance or rejection.
 - 7.2.7 Approving installation plans related to gifts and donor recognition objects accepted by the Department.
 - 7.2.8 Making implementation assignments where appropriate.
 - 7.2.9 Maintaining and updating the Gift Needs Inventory.
- 7.3 The Facilities Maintenance Division is responsible for:
 - Maintaining an inventory, by location, of all gifts and recognition objects accepted by the Department.
- 7.4 The Board of Park Commissioners is responsible for:

Reviewing proposals for gifts and donor recognition objects referred to it, and for making recommendations on acceptance to the Superintendent.

Project Steering is responsible for:

Reviewing and making a recommendation on complex or controversial proposals submitted by PRO.

7.5 All Parks and Recreation employees are responsible for:

Documenting any gift or donor recognition proposal received and relaying it through the reporting structure to the Superintendent's Office for submittal to PRO.

8.0 PROCEDURE

8.1 PRO places on its agenda each proposal for a gift and donor recognition object made to the Department, using the Gift Form (*see Appendix A*).

8.2 Applications for consideration of a recognition object are made in writing to the Superintendent of Parks and Recreation. Design, text, and materials must be in accord with Seattle Parks and Recreation Design Standards 10420.01. Recognition objects that are accepted become the property of the Department and are subject to the laws, policies, and procedures that govern park property.

8.3 PRO assigns each proposal a log number and enters it into the Gift Proposal Log.

8.3.1 Log numbers are composed of the last two digits of the proposal year, plus the digits representing the month and additional digits representing the chronological order in which they were received within the month. For example, the first proposal received in October 2001 would be 01-10-01.

8.3.2 Items are arranged in chronological order within the log.

8.4 PRO prepares for the Superintendent's signature receipt letters to potential donors.

8.5 Processing of proposals for specific gifts, excluding works of art:

8.5.1 The Superintendent makes the acceptance decision on any gift or donor recognition proposal requiring an immediate response, such as:

--Live animals

--Perishable supplies

8.5.2 PRO reviews proposals for specific gifts not requiring immediate disposition.

8.5.2.1 In cases where PRO determines there is need for additional information on the proposal, it reschedules the proposal on a future agenda and designates appropriate staff to obtain the additional information.

8.5.2.2 In cases where PRO believes an unacceptable proposal might benefit from revision, it designates staff to work with the potential donor to develop a more acceptable proposal for consideration.

8.5.3 PRO, with the Superintendent's concurrence, makes a recommendation on acceptance of each proposal of a gift or donor recognition object, except those requiring an immediate response.

8.5.3.1 In cases where PRO believes a gift or donor recognition proposal will have a major impact on the park system, it refers the proposal to the Board of Park Commissioners for review and recommendation before making its own recommendation.

8.5.3.2 PRO makes recommendations based on these criteria:

--consistency with Parks and Recreation's mission

--consistency with Parks and Recreation design standards

--acceptable impact on the budget in terms of installation costs, utilities costs, and operation and maintenance costs.

8.6 Processing of proposals for works of art:

The Chair of PRO processes all gifts of art according to the procedures outlined in Section 6.4 of the Policy and Procedure on Placement and Maintenance of Visual Artwork on Seattle Parks and Recreation Property.

8.7 Processing of proposals for non-specified gifts:

8.7.1 PRO is responsible for:

8.7.1.1 Advising the prospective donor on possible appropriate gifts based on the Gift Needs Inventory;

8.7.1.2 Helping the prospective donor develop an acceptable gift proposal.

8.7.1.3 Scheduling the developed proposal for review and disposition decision according to the procedure in Section 7.5.2.

8.7 Post-Disposition processing of Gift Proposals

8.7.1 Accepted gift proposals:

8.7.1.1 PRO prepares a gift acceptance letter for the Superintendent's signature.

8.7.1.2 PRO enters in the Gift Log the disposition decision and the send date of the gift acceptance letter.

8.7.1.3 PRO updates the Gift Needs Inventory, if necessary.

- 8.7.1.4 PRO or its designee initiates necessary preparations and arrangements for receipt of the gift (including an approved installation work plan).
- 8.7.1.5 PRO files the gift proposal package in the Gift file by log number under the heading "Accepted."
- 8.7.1.6 PRO monitors all activities connected with receipt and installation of a gift.
- 8.7.2 Rejected gift proposals:
 - 8.7.2.1 PRO prepares a rejection letter for the Superintendent's signature.
 - 8.7.2.2 PRO enters the disposition decision and the send date of the rejection letter into the Gift Proposal Log.
 - 8.7.2.3 PRO files the Gift Proposal package in the Gift file by log number under the heading "Rejected."
- 8.7.3 PRO maintains a cross-reference system to facilitate quick retrieval of information from the Gift proposal file.
- 8.7.4 PRO reviews the Gift Needs Inventory and updates it annually at its first meeting of the chronological year.

4. OTHER IMPACTS on Department - comments and explanation (contingencies by donor; vandalism, etc) (use reverse side if necessary) _____

5. RECOMMENDED SUPPLIER:

a. Firm _____

Address _____ Phone _____

City _____ State _____ ZIP _____

6. Appropriateness of plaque for donor recognition?yes ? no

a. Required by donor as contingency ? yes ? no

C. RECOMMENDATION ON PROPOSED GIFT:

1. PRO signature _____ Approve Reject

2. Project Steering signature _____ Approve Reject

3. Superintendent signature _____ Approve Reject

Parks and Recreation Form # 2.13.15

LIST OF TYPICAL GIFTS, 1992 - 2002

Bicycles, exercise machines to community centers

Carpet to a community center

Cash to a community center for holiday party, egg hunt, scholarship fund, trophies

Copiers, computers, file cabinets to community centers

Display case to Carkeek EEC

Electric scoreboard to a community center

Equipment--sailboard rigs, sailboards, drysuits, racing shells, oars, sailboats, sails--to Mt. Baker

Fish food to the Aquarium

Fish to Aquarium

Fish to Japanese Garden

Food to a community center

Japanese lantern for the Japanese Garden

Megaphones to rowing and sailing center

Office chair for a community center

Piano for a community center

Software to a program (i.e., Late Night)

Table tennis tables to a community center

Tables and chairs for a program

Tickets to a community center

Toys and prizes to community centers for parties

Trash cans to parks

Trees to Japanese Garden

Van to a community center

VCRs, TVs for community centers