



Donation Policy

City Council Presentation

July 26, 2022



Purpose

- This policy is designed to enable private financial contributions to the City of Harrisonburg to add new amenities for the public benefit that enhance the beauty and enjoyment of the City's parks, trails, and public spaces.
- This policy also enables private financial contributions to support City facilities, programs or services.
- The lack of a policy has led to departments turning down donation requests.



Donation Types

- Park and trail amenities
- Trees
- Equipment
- Financial gifts





Donations Not Covered

- Archival-related donations
- Art
- Display of memorial, tribute, or commemorative plaques on public amenities
- Donations of volunteer time
- Real property



Standard Amenities

- Under \$10,000
- Examples include benches, trees, and bike repair stations
- An online catalog will list standardized options with current costs for the public to choose from
- City staff will maintain a list of public sites best suited for different donation types
- Donors will receive a certificate and a description/map of donation is located
- Ten-year donation term for most amenities, after which time the donor can renew for an additional maintenance fee
- Two-year replacement guarantee for trees





Legacy Amenities

- Donations over \$10,000 will be detailed in a Report to Council to ensure the potential benefits and consequences of accepting the gift are fully considered
- Will include a legal agreement outlining the terms and conditions of the gift
- City staff will work with the donor to determine how to best acknowledge the significant financial contribution
- Signage acknowledging the donor may be restricted if the donor's services and/or goods are not legal to be accessed and/or purchased by individuals under the age of 18





Financial Donation

- Individuals or organizations may choose to make a cash donation to the City to support City facilities, programs or services
- These are not marketing partnerships or reciprocal agreements and the donor will not receive any benefit beyond a charitable donation tax receipt
- Cash donations must be consistent with the goals of the City and its capacity to meet any associated costs or ongoing obligations





Tax Receipt and Acknowledgements

- An official tax receipt will be issued to donors upon request for accepted financial donations of \$20 and above
- A donor may wish to remain anonymous; however, if a tax receipt is requested the City would require the donor's name and contact information
- Donations of \$20 and above will also be acknowledged by a written expression of gratitude from the City



Questions or Comments?