



Catfish Creek Conservation Authority Donor Recognition Policy

1) General:

The Catfish Creek Conservation Authority (CCCA) recognizes and appreciates the generosity of individuals, businesses and organizations that invest in our programs, services and the overall health of the watershed. Recognizing the investment made by our supporters demonstrates the importance of these partners in the fulfillment of our Mission and the advancement of the Conservation Authority.

2) Recognition Principles:

The CCCA will strictly adhere to the Ethical Principles and Standards of Fundraising Professionals and will recognize all donors in a consistent manner. The following recognition principles are applicable.

- Donor recognition shall be subject to donor wishes as to confidentiality. Donors requesting anonymity shall be omitted from all public displays, publications and announcements.
- In the case of realized bequests, donors will be listed as “The Estate of...”
- Gift-in-kind donors will be listed in the appropriate category, based on the fair market value of their gift.
- It is preferable to express appreciation for contributions by giving something to donors rather than by forms of recognition to be displayed on lands owned by the Conservation Authority.
- CCCA Financial Policies should guide the assessment and recognition of all donations.
- All donations will be recognized at the appropriate level and used for the purposes for which they were given.

3) Donor Acknowledgement / Recognition:

- All donations over \$20.00 are eligible for a charitable tax receipt and will receive an accompanying thank you letter or card acknowledging the gift.
- Individuals and organizations who donate \$500.00 or more to the CCCA will be recognized on our website under the following categories. Donor recognition will rise cumulatively as gifts continue beyond a single donation.

Red Oak Level	\$25,000.00+
Sugar Maple Level	\$10,000.00+
White Pine Level	\$5,000.00+
Sycamore Level	\$1,000.00+
Black Walnut Level	\$500.00 +
Heritage Level	donations of property

- All donors will be recognized in the CCCA Annual Report.
- Cheque presentation and media release \$2,500.00 +.
- Single-purpose recognition signs should be avoided and not placed in an area managed for natural values if at all possible.
- Property donations will be accompanied by signage and may be named after the donor. Naming of a property will require the final approval of the Board of Directors
- Permanent plaques should be discouraged and generally not used to recognize monetary contributions to Conservation Lands.
- No commitment for sign or plaque maintenance should be made for more than five years. The CCCA reserves the right to remove any sign or plaque deemed to be in a state of disrepair after five years.

4) Donation Categories:

The following list of programs and projects are examples of some of the initiatives which would benefit from the support of a monetary donation.

- Protection & Preservation of Conservation Lands
- Springwater Forest Preservation / Management
- Youth Environmental Education
- Commemorative Forest Program
- Wildlife Habitat Restoration
- Wetland Protection and Restoration
- Conservation Projects Support
- Other