

## Middleton Public Library

# GIFT, FUNDRAISING, AND NAMING RIGHTS POLICY

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### I. Purpose

- (A) According to Wisconsin State Statutes s. 43.58 (Powers and Duties), “the library board shall have exclusive control of the expenditures of all money collected, donated or appropriated to the library fund.” The funds described in this policy fall under this authority.
- (B) The Middleton Public Library Board of Trustees is charged with managing donations, gifts, and fundraising efforts to support the Library’s mission and needs. This includes capital campaigns, grants, bequests, and recognition of donors through naming rights. All financial management is governed by this unified policy.
- (C) The Library may recognize individuals, corporations, foundations, and others by naming rooms, areas, equipment, or other spaces, or to honor a person’s service to the Library or the broader community.

### II. Gifts: Types and Terms of Acceptance

- (A) **Materials:** Books, pamphlets, periodicals, audiovisual materials, and similar items are accepted with the understanding that the Library has discretion to manage or discard these materials per the Collection Development Policy.
- (B) **Property and Objects:** Gifts of money, real property, art, antiques, and museum objects will be evaluated for alignment with the Library’s mission, space availability, and aesthetics. The Library retains the right to dispose of such items as deemed appropriate.

- (C) **Temporary Gifts:** Unless otherwise stated, all gifts are considered permanent property of the Library. Terms for accepting temporary gifts are at the discretion of the Library Director.

### III. Fundraising by Outside Persons and Organizations

- (A) Individuals or organizations may only act in the name of the Middleton Public Library for fundraising purposes after approval of a plan by the Board of Trustees. The plan should include:
  - 1. Purpose and scope of the project
  - 2. Start and end dates
  - 3. Financial procedures and allocation of proceeds
  - 4. Publicity and advertising plans
  - 5. Indemnification of the Library
  - 6. Full accounting to the Board upon project completion
- (B) These guidelines do not prevent others from independently donating or soliciting on the Library's behalf, provided they comply with this policy.
- (C) **Friends of the Middleton Public Library:** Formed in 1973 as a 501(c)(3), this organization is authorized to raise funds for the Library, solicit gifts and bequests, recruit volunteers, and promote Library services and facilities.

### IV. Naming Rights

- (A) Naming opportunities may be available for rooms, areas, equipment, and other Library spaces to recognize donor generosity or service contributions.
- (B) All naming decisions are made solely by the Library Board and require careful consideration due to their significance.
- (C) Criteria and Guidelines:
  - 1. Contribution requirements are determined based on project cost or ongoing expenses.
  - 2. Naming rights confer no influence over Library operations or staffing.
  - 3. Rights are granted for a fixed term not exceeding the useful life of the named space, unless otherwise specified.

4. If a facility is renovated, relocated, or substantially altered, the Library Board may rename it, honoring prior donors where appropriate.
5. If funding ceases prematurely, the Library may revoke naming rights.
6. Tailored naming policies for major projects may be proposed and must be approved by the Library Board.
7. The Library Board reserves the right to alter or terminate naming rights in cases of reputational harm or unusual circumstances.

## **V. Naming Procedure**

- (A) The President of the Library Board will direct the Development Committee to review and recommend naming proposals.
- (B) The Committee will evaluate proposals for policy compliance, controversy, signage, and donor eligibility.
- (C) A formal Naming Rights Agreement form must be signed by the Library Board President and the donor, and will define terms consistent with this policy.
- (D) Proposals must be submitted in writing and justified per the criteria in this policy. Final approval lies with the Board of Trustees.
- (E) Upon approval, a dedication ceremony may be held. Donors may be recognized with plaques or markers consistent with the Library's signage standards.

Adopted from former Gift Policy, Naming Rights Policy, and Fundraising Policy December 9, 2025