



GIFTS AND NAMING RIGHTS POLICY

Adopted March 15, 2012; Revised August 8, 2024

GIFTS

The Wilberg Memorial Public Library (WMPL) Board of Trustees is authorized to receive, manage, and dispose of gifts and donations for library purposes per Wis. Stat. § 43.58(7).

WMPL accepts gifts and donations of the following:

- **Donations of new or gently used books and media** will be evaluated by library staff. If the materials meet the criteria of the WMPL Collections Development Policy, items may be added to the collection. WMPL reserves the right to refuse items based on staff discretion. Reasons for this determination may include the item's condition, age, format, or the ability of the library to use the item(s). Materials accepted but not added to the collection may be given to the Friends of the Osceola Library for use at fundraising sales.
- **Monetary gifts, trusts, real property, and stocks** will be accepted provided they support the mission of the WMPL. Terms of acceptance will be determined by the Library Director and Board of Trustees. The purchase of specific titles or specific programs with such funds cannot be guaranteed, nor does the donor have the right of approval of titles or services before purchase.
- **Art, personal property, other objects and collections** will be accepted if the item(s) have a use in the library or if the sale of the item(s) can benefit WMPL's mission. Acceptance of the item(s) does not guarantee display within the library. Collections may or may not be kept intact.

Receipts, Appraisals, and Recognition:

- The WMPL will provide a written acknowledgement of donations if requested and/or in accordance with income tax regulations and requirements.
- WMPL does not assign a monetary value to gifts or donations. The appraisal of gifts or donations is the responsibility of the donor.
- If desired, gifts made in recognition of individuals or organizations may have a nameplate affixed to the material with name(s) of the individual(s) and/or organization(s) recognized by the gift.

Disposal of gifts and donations:

- Once a gift or donation is accepted by WMPL, it will not be returned.
- The library reserves the right at all times to dispose of any gift or donation without notification to the donor, if in the judgement of library staff the item no longer serves the purposes of the library.
- Disposal of gifts or donations will follow the library's Disposal of Surplus Materials Policy.



NAMING RIGHTS

It is the policy of the Wilberg Memorial Public Library of Osceola (the Library) from time to time to recognize the generosity of an individual(s) and/or corporation(s), foundation and/or other donor(s) by choosing to create a specific naming designation for a collection, space(s) within the library, or outdoor area(s) adjacent to the library. Naming opportunities are also available to honor a person's significant service to the Library or to the Osceola community at large.

The Board recognizes that naming a collection or library space(s) is a decision of immense importance; therefore, making these decisions is undertaken with an appreciation for that significance. While the Board is grateful for and encourages donations from all individuals, businesses, and organizations, the Board has the right to decline any gift to the Library and/or reject naming proposals.

Policy Guidelines:

The Wilberg Memorial Public Library Board of Trustees (Board) shall have the sole responsibility to name or rename library collections or library space(s).

Library space(s), both interior and exterior, may be named or renamed by the Board to recognize a donor. Appropriate contributions for such naming opportunities will be at the discretion of the Board and will be determined by square footage cost, actual cost of equipment, on-going operating costs, etc., depending on the specific area or item. For contributions toward the existing building, a substantial gift is defined as at least 25 percent of the current assessed value of the facility or a number agreed upon by the board.

The Board may name or rename the library. The Board will review, consider, and approve or decline a proposal that the library bear a designated name only when a prospective donor wishes to make a substantial gift to the Library or when the naming opportunity is to honor a person who has contributed significantly to the social, academic, scholarly, research, or political life of the community.

Naming rights carry no power of direction to the Library on matters of appointment of persons, policies, operational or capital decisions, or any other library processes or activities.

When a major building project or capital campaign are to be undertaken, a tailored naming policy may be proposed for various library spaces, or parts of the building and its environs. Such a policy will require the endorsement of the Board.

Endowment proposals, such as those for a collection, may also include naming rights. Collections may be named or renamed by the Board to recognize a donor. Appropriate contributions for such naming opportunities will be at the discretion of the Board and will be determined by cost of materials, staff, on-going operating costs, etc. depending on the specific collection.



Naming a collection, library space(s), or the library to honor individuals who have contributed significantly to the community of Osceola. Those honored with such a naming might be:

- Persons not directly connected with the Library who have contributed significantly to the social, academic, scholarly, research, or political life of the community.
- Persons who have contributed significantly to the growth and development of the Library;
- An illustrious former employee, board member, or corporation; or
- An outstanding states-person, educator, or scholar who may or may not be connected to the Library or the Village of Osceola.

Naming rights will remain in place for a period of at least 10 years and not to extend beyond the normal life of the space, whichever comes first. If, as a result of changed conditions in the future, the life of the space does not reach 10 years, the Board shall reserve the right to add or alter gift recognition, including the space's naming. When a named space has reached the end of its useful life and will be replaced or substantially renovated, the replaced or renovated space may be renamed in recognition of a new donor or honoree.

If at any time the donor or the name associated with a space(s) has compromised the public trust or the reputation of the library, the Board has the right to terminate or alter a naming designation.

Request Procedure:

The Board will charge the Library Director to review and make recommendations to the Board for naming opportunities:

- All requests for naming will be submitted to the Board in writing. The requests will contain justification compliant with the criteria and objectives outlined in this policy. The Board will review and research each submitted naming nomination on its individual merits.
- The Board will vote to approve or deny recommendations.
- Upon approval, a Naming Rights Agreement will be created, approved by the Board, and signed by the Library Board President, and the individual(s), corporation(s), foundation, or other donors who have proposed naming rights. The terms of the Naming Rights Agreement will be based upon the guidelines in this policy.
- No publicity will be given the recommendation for naming until approved by the Board.
- Requests for naming will be brought to the Board for the action within 60 days, and the Donor will be notified within 14 days of the Board's decision.
- Requests will be considered in the order they are received.

Signage:

Upon approval of the naming by the Board, a sign or comparable marking may be erected to recognize the named space. All building signage must conform to the signage that has been selected for the area in size, design, location, materials, and content.

End of Policy