



Homer City Hall

491 E. Pioneer Avenue

Homer, Alaska 99603

www.cityofhomer-ak.gov

City of Homer Agenda

Library Advisory Board Worksession

Tuesday, March 16, 2021 at 5:30 PM

City Hall Cowles Council Chambers via Zoom Webinar

Webinar ID: 969 2971 1222 Password: 997591

Dial: 346-248-7799 or 669-900-6833; (Toll Free) 888-788-0099 or 877-853-5247

CALL TO ORDER, 5:30 P.M.

APPROVAL OF AGENDA

PUBLIC COMMENTS REGARDING ITEMS ON THE AGENDA (3 minute time limit)

DISCUSSION TOPIC(S)

A. Planned Giving Plan

- i. Memo from Library Director Re: Reconciliation of Drafts for Donation Acceptance & Planned Giving Framework **Page 2**
- ii. DRAFT Donation Acceptance & Management Policy **Page 3**
- iii. DRAFT Common Messaging Framework for Significant Gifts to Benefit HPL **Page 6**

COMMENTS OF THE AUDIENCE (3 minute time limit)

ADJOURNMENT

Next Regular Meeting is **TUESDAY, APRIL 6, 2021 at 5:30 P.M.** A Worksession is scheduled for Tuesday, April 6, 2021 at 5:00 p.m. All meetings scheduled to be held via Zoom Webinar in the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.



City of Homer

www.cityofhomer-ak.gov

Homer Public Library

500 Hazel Avenue
Homer, AK 99603

library@cityofhomer-ak.gov

(p) (907)-235-3180

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Memorandum

TO: LIBRARY ADVISORY BOARD

FROM: DAVID BERRY, LIBRARY DIRECTOR

DATE: MARCH 12, 2021

SUBJECT: RECONCILIATION OF DRAFTS FOR DONATION ACCEPTANCE & PLANNED GIVING
FRAMEWORK

At the LAB meeting on March 2, 2021, the LAB reviewed drafts for the Donation Acceptance and Management Policy and the Planned Giving Framework. The Friends of the Homer Public Library have also reviewed these documents. All members of both groups are welcome to suggest changes and improvements.

For this joint worksession, we should reconcile the differences between the various drafts and produce final documents that are suitable for a LAB vote at the April 6, 2021 regular meeting.

RECOMMENDATION

Discuss changes to the Donation Acceptance and Management Policy and the Planned Giving Framework, and produce final versions of these documents.

HOMER PUBLIC LIBRARY
DONATION ACCEPTANCE AND MANAGEMENT POLICY
FEBRUARY 22, 2021

The library welcomes donations of materials, funds and other real property, **provided such donations align with the library's mission**. Donations will be managed differently depending on the type of donation and its uses. **As a general rule, the library and Friends of Homer Library cannot accept restrictions for specific purposes, such as particular collections or programs. Donors who wish to make a gift for a specific purpose should contact the Library Director to discuss options.**

MATERIALS

The Library Director shall be authorized to accept gifts of materials on behalf of the library. The library adds gift materials to the collection with the understanding that such material is an integral part of the collection. The library will not set up special collections and will not permit circulation restrictions or stipulations for future use. Books and other materials not deemed appropriate for inclusion in the library collection may be offered to other libraries or institutions or offered for sale.

ARTWORK

All donations of artwork are referred to the Parks, Art, Recreation and Culture Advisory Commission (PARCAC), which evaluates donations in accordance with their policies.

EQUIPMENT AND OTHER PHYSICAL ITEMS

When considering any gift, the Library Director may solicit the recommendation of a gift acceptance committee, a group made up of advisors knowledgeable about financial, legal, and community matters, to be chosen by the Library Director. Authority for accepting or rejecting gifts resides with the Library Director, although **high-value gifts** may require further approval of the Library Advisory Board and/or the Homer City Council. Gifts that may require an opinion from the gift acceptance committee include, but are not limited to, the following:

- Any gift with recognition requirements other than those ordinarily provided by the library or Friends of Homer Library.
- Gifts of valuables that will encumber the library either financially or administratively.
- Large or highly specialized equipment, which requires operator expertise beyond that normally held by library staff.

Because of limited space, as a general rule the library is unable to accept donations of furnishings or other tangible personal property given on condition that they be retained by or displayed at the library.

FUNDS

Financial donations to benefit the library can be made in two ways: **directly** to the library **or** to **the Friends of Homer Library (FHL)**, an independent, nonprofit 501(c)3 organization.

Donations to the library supplement the library budget and will be spent on materials for the library's collection, purchases or upgrades for library equipment, and improvements or repairs to library facilities and services. Donations to FHL benefit the organization's mission: to support library programs and services, enrich the library experience, and promote use and enjoyment of the library.

To make a gift to the library or FHL for immediate or specific use, contact the Library Director or visit the Friends' donate page (<https://friendsofthehomerpubliclibrary.wildapricot.org/Donate>).

To make a significant gift or planned gift for sustained support over time, visit the Homer Foundation (<https://www.homerfoundation.org/give-now>). Homer Public Library benefits from two separate endowment funds, both managed by the Homer Foundation. The Library Endowment Fund (LEF) supplements the library budget in the same manner as a direct donation to the library. The Friends of the Homer Library Endowment Fund (FHLEF) supports FHL's mission and long-term success.

Donations to the endowments should comply with the Homer Foundation's gift-acceptance policy.

SECURITIES, REAL ESTATE AND OTHER NON-CASH DONATIONS

On behalf of the two endowment funds, The Homer Foundation can accept donations in all of the following categories, with the understanding that such donations will **usually** be liquidated and the resulting monies deposited in the **designated fund**. All gifts should be considered in the context of

preserving the Foundation's public support test and avoiding exposure to any significant monetary obligation or any legal or ethical problems.

- Marketable securities and bonds
- Cash and cash equivalents (including estate remainders)
- Gifts of usable furniture and equipment
- Gifts of precious metals, where the value is easily established
- Insurance policies, where the donor pays any annual premium, and Individual Retirement Accounts that name the Homer Foundation as the beneficiary. Donors should specify that they wish funds to go to the Friends of Homer Library Endowment Fund (FHLEF) or the Library Endowment Fund (LEF).

The Homer Foundation also can accept the following types of donations, although such gifts may require review by the Foundation's Gift Acceptance Committee:

- Real estate. Every proposed gift of real estate must be examined on its individual merits, including, but not limited to, the title to the property and its insurability, the results of environmental investigations, and marketability. The donor must provide an appraisal by a qualified appraiser, completed within the previous 12 months.
- Gift annuities.
- Charitable Remainder or Lead trusts.
- Named endowment funds.

OTHER INFORMATION

The library does not accept donations that are not outright gifts. The library and the Friends of Homer Library reserve the right to decline any gift that interferes with the library's ability to fulfill its mission or that unduly encumbers either the library or the City of Homer.

The library cannot legally appraise gifts for tax purposes. Upon request, donors will be provided a signed and dated gift statement as a receipt.

DRAFT Common Messaging Framework for Significant Gifts to Benefit HPL

Short Message	If you care about access to information, literacy and life-long learning in this unique community we call home, a gift to benefit the Homer Public Library is a smart choice.			
Extended Message	If you care about access to information, literacy and life-long learning in this unique community we call home, a gift to benefit the Homer Public Library is a smart choice. In the 1940s, the Homer Women's Club founded our first library in a 600-square-foot log cabin. Later generations invested in new buildings, invented new services and programs, adopted innovative technologies, and found creative ways to meet our community's needs. Now it's our turn. A significant gift for the Library will help ensure the Homer Public Library is for everyone and forever.			
Target Audiences	Individuals who are strong library supporters, enthusiasts, and frequent library users. Individuals who care about quality of life and opportunity in the local community. Local influencers who are helping individuals in their financial and estate planning.			
Top Audience Needs	Individuals: To use their capacity to give to benefit the causes they believe in and the community they love. To express appreciation for the significance of libraries and literacy in their lives and pass forward the promise of libraries to future generations. Influencers: To provide meaningful and relevant giving options in their financial and estate planning advice.			
Mission / Purpose	Homer Public Library		Friends of the Homer Library	
	The Homer Public Library serves the diverse needs of our community members by providing access to information, promoting literacy, and facilitating lifelong learning. We foster education, personal well-being, cultural creativity, community engagement, and economic development. Our resources are offered without charge to people of all ages and abilities within our service area.		Our mission is to provide support for the Homer Public Library programs and services, to raise funds that enrich the library experience, and to promote the use and enjoyment of the library.	
Core Scenarios	Access to Information	Literacy	Life-long Learning	Community Center
Gifts to the library or the Library Endowment Fund supplement:	Library Collection <ul style="list-style-type: none"> Free access to an up-to-date collection of more than 86,000 fiction, nonfiction and reference resources in a variety of formats. Special collections of local authors and Alaskana. Core Services <ul style="list-style-type: none"> Free use of in-library computers and circulating laptops; wireless Internet in and outside the library. Reference services. 	Resources for All Ages <ul style="list-style-type: none"> Children's Room and collection. Computer and computational literacy Annual Lit Lineup reading list Storytimes for all ages 	Resources for All Stages <ul style="list-style-type: none"> Homework help Entrepreneurial resources Language learning Tax prep resources Homebound services Accessible materials 	Library Facilities <ul style="list-style-type: none"> Community meeting room. Study rooms. Photocopying and printing. Community art. Public-use computers, wifi.
Gifts to the Friends of Homer Library (FHL) or the FHL Endowment Fund support:		Programs for All Ages <ul style="list-style-type: none"> Summer Reading Program Bob the Bookmobile FHL Book Club Radio book reviews 	Promoting Lifelong Learning <ul style="list-style-type: none"> Celebration of Lifelong Learning to honor community members who prioritize learning and share their passion for knowledge with others. Publicizing Library resources. 	Creating Rich Experiences <ul style="list-style-type: none"> Planning and maintenance of Library gardens. Storywalk. Book and plant sales. Outreach and advocacy.

How to Give	Homer Public Library	Friends of the Homer Library
	<ul style="list-style-type: none"> • To make a gift to the Library for immediate or specific use, contact the Library Director at 907-435-3151 or dberry@ci.homer.ak.us • To make a gift to the Library Endowment Fund for sustained funding over time, visit The Homer Foundation (https://www.homerfoundation.org/give-now/) and select Library Endowment Fund. • See the Library Donation Acceptance Policy (URL) for full information about giving to the Library. 	<ul style="list-style-type: none"> • To make a gift to the Friends of the Homer Library for immediate or specific use, visit the Friends' donate page (https://friendsofthehomerpubliclibrary.wildapricot.org/Donate). • To make a gift to the Friends of the Homer Library Endowment Fund for sustained funding over time, visit The Homer Foundation (https://www.homerfoundation.org/give-now/) and select Friends of the Homer Public Library Endowment Fund. • You also can support Friends through volunteer activities and fund-raisers such as book and plant sales throughout the year.