

SACA'S Donor Recognition Policy

Effective October 2021

Overview

Individual, corporate, and foundation donors have the opportunity to name physical spaces at SACA's new home (Address is TBD). The policy outlined below specifies the practices and procedures related to naming opportunities, which are available to donors at giving levels of \$250 and above.

Procedure

When donors make a verbal commitment to name a space, one of SACA's staff or board members, will send the donor a pledge form to record their financial commitment and payment schedule. Upon each payment toward their pledge, donors will receive a gift receipt denoting the tax-deductible status of their gift.

Prior to the development of signage or recognition plaques, donors will also complete a Naming Form (see p. 4) where they will specify the person(s) or organization(s) to be listed on the plaque. Donors will be given a copy of this Donor Recognition Policy and will acknowledge their understanding and acceptance of the policy on the Naming Form. Donors have the ability to name spaces after themselves or their organizations or name the space in honor of someone.

Recognition

Formal recognition of donors shall further the SACA's mission, show appreciation to the donor, and provide opportunities for public acknowledgment. Donors who wish to name a physical space are doing so because they want to deepen the impact and reach of SACA's services and programs.

Donors who name physical spaces do not have the ability to influence SACA's services or program delivery. Further, unless expressly stated by a Co-Director on the Naming Form, donors do not have the ability to influence the design of a named space.

Donors can choose from the following recognition options:

- **Name the space for themselves or their organization:** Individual donors can use their own name(s) for the specified naming opportunity (ex: The John A. Smith Boardroom). Corporations, foundations, churches, or other businesses not in these categories can also name spaces after their organizations.
- **Name the space in honor of someone else:** Donors have the option of naming their chosen space after an important person in their lives, such as a friend or family member, or a public figure. To ensure the alignment with the mission and values of SACA Food Shelf, the Donor Recognition Committee (DRC) will grant final approval when a donor wishes to name a space in honor of someone.

There will be a limit on the number of people who can be listed on the recognition plaque; this is determined by the size of the plaque for each naming opportunity. The Co-Director will advise the donor on the maximum number of names that can be listed.

SACA reserves the right to change the name of a space under the following circumstances:

- **The passage of time:** If 10 years have passed since a space was initially named, SACA will have the opportunity to re-name that space. The donor for each respective space will have the first right of refusal or extension upon completion of this first 10 year term. SACA may also choose to retain the original name of any space when 10 years has passed.
- **Harm to the organization:** Spaces shall bear the names of individuals committed to SACA’s mission to serve participants with dignity and respect, and to provide a positive pathway to stability and self-sufficiency. If a donor's actions, whether verbal, written, or physical, directly negate this mission, SACA has the right to remove the donor's name from the property.
- **Failure to pay a pledge:** If a donor is unable to fulfill the payment on a pledge associated with a naming opportunity, the details delineated in the Naming Form become null and void, and SACA has the freedom to pursue other individual, corporate, and foundation donors for that opportunity.

Signage for the naming opportunities and associated giving levels will align with the following criteria.

Naming Opportunities

Building Dedication - \$1,000,000
 Food Market - \$500,000
 Warehouse - \$250,000
 Thrift Store - \$100,000
 Cold Storage - \$45,000
 Technology Suite - \$25,000
 Community Art - \$25,000
 Client Reception - \$20,000
 Conference Room - \$20,000
 Volunteer Breakroom - \$15,000
 Pollinator Garden - \$15,000
 Compost Area - \$15,000
 Co-Director’s Office #1 - \$12,500
 Co-Director’s Office #2 - \$12,500
 SACA Delivers Office - \$10,000
 Development Office - \$10,000
 Future Team Office - \$10,000
 Warehouse Office - \$10,000
 Consult Office - \$10,000
 Exterior Bench #1 - \$5,000
 Exterior Bench #2 - \$5,000
 Large Sidewalk Brick - \$1,000
 Medium Sidewalk Brick - \$500
 Small Sidewalk Brick - \$250

Donor Wall Recognition

All donors giving \$1,000+ will be included on the Donor Recognition Wall according to their gift level.

Founder - \$500,000+
 Benefactor - \$100,000 - \$499,999
 Patron - \$25,000 - \$99,999
 Ambassador - \$10,000 - \$24,999
 Partner - \$1,500 - \$9,999
 Supporter - \$1,000 - \$1,499

Delivery Truck Sponsorship

Your logo will live on SACA Food Shelf’s truck for a minimum of 3 years. Annually, the truck travels over 10,000 miles.

Platinum Sponsor - \$20,000
 Gold Sponsor - \$5,000
 Silver Sponsor - \$2,500
 Bronze Sponsor - \$1,000

SACA reserves the right to change the giving level associated with a naming opportunity or add/delete opportunities at any time.

All donor recognition plaques will be displayed within 6 months of the official building opening. Plaques will be displayed for donors with multi-year pledges even if they have not yet fulfilled their financial commitment. If the financial commitment is not fulfilled within 6 months of the last pledge payment date recorded on the pledge form, SACA reserves the right to remove the donor's name from the opportunity and approach other donors for naming rights.

Media

Upon signing the Naming Form, the donor grants SACA permission to reference the named space in internal and external communications, including staff newsletters and email updates, news or television stories, and on the SACA's social media channels. SACA will work in partnership with corporate and foundation donors of \$15,000 and above on a press release to announce the gift if the donor would like to pursue media coverage.

SACA Donor Naming Form

Yes! I am making a donation to SACA Food Shelf. I have indicated my desired gift amount on pledge form.

Name of Donor(s) _____

Individuals Company Association Foundation Family

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

My donation of \$ _____ will be made in one payment and is due with receipt of my pledge.

My donation of \$ _____ will be made in 3 payments over a 3-year period. My initial payment of \$ _____ is due with receipt of pledge.

How should the Donor Signage appear (There may be a max number of characters depending on location of signage):

I wish for my gift to remain anonymous

Date recognition plaque will be displayed: _____

By signing below, I acknowledge the following:

- I have read and agree to the terms in SACA's Donor Recognition Policy.
- I will follow the payment schedule for my pledge outlined in my signed Pledge Form.

Signature of donor

Date

Signature of Co-Director

Date