



MEMORANDUM

TO: Board of Commissioners
FROM: Michele Morris, Director of Outreach & Communications
DATE: June 11, 2019
RE: Donation Policy Adoption

As part of the District's process of examining and codifying fiscally related actions as Board approved Policy, we are requesting approval of a newly created Policy on Donations, Giveaways, Prizes and Rewards.

We have identified the need for this Policy because CSWD staff routinely receive requests for donations of compost and Local Color products as well as non-District products such as backyard compost bins.

In addition, Outreach & Communications staff have identified opportunities for promoting and rewarding behavior that heightens awareness of CSWD and furthers our mission. We can take advantage of these opportunities by providing incentives for the public to engage with CSWD at events and presentations and by rewarding outstanding commitment to programs such as the CSWD Waste Warriors.

We request that the Board of Commissioners adopt this policy to provide internal consistency and public transparency in these areas.

Be it resolved that the Board of Commissioners adopts the Policy for Donations, Giveaways, Prizes, and Rewards as submitted.

Policy for Donations, Giveaways, Prizes, and Rewards

Created 6/11/19

Guiding Principles

CSWD funds and program products used for donations, giveaways, rewards, or prizes should clearly further our mission and promote desired behaviors in our constituents (e.g., reducing the volume and/or toxicity of the waste stream). Exceptions to this policy are allowed under special circumstances as approved by the Executive Director.

Required Criteria & Attributes

All Donations, Giveaways, Prizes, Rewards, and Incentives must demonstrate at least ONE of these attributes:

- A benefit to CSWD members at large beyond the individual or group receiving the Donation or other product. Example:
 - Compost used to create garden beds at a public school that will be made available to the neighborhood and maintained throughout the year.
 - Donation of a Soil Saver for a community garden area.
- Reward commitment to a desired behavior or action. Example:
 - A school custodian receives a reusable coffee mug with a waste reduction message on it in recognition of commitment beyond their job requirements.
- Promote visibility and further CSWD's mission. Example:
 - T-shirts for Waste Warriors that promote CSWD's message and celebrate the Waste Warrior.

All recipients of donations, giveaways, prizes, or rewards must:

- Live or work in Chittenden County, or be a participant in a CSWD-sponsored event.
- Agree to allow CSWD to use their image and quotes in promotional efforts.

Donation Recipient Requirements

Donation recipients must:

- Be a Chittenden County school (public or private), government agency, or not-for-profit organization.
- Use the donation on property in Chittenden County.
- Submit a request via an online form that supplies all required information: Location, contact info, description and timeline of the project, expected beneficiaries, product requested, agreement to post or install predetermined educational/promotional information at site.
- Agree to work with CSWD for promotional purposes, if we desire.

Donation Requirements

To be permitted, a Donation *must*:

- Be a product created by CSWD that is given away for no compensation.
- Be used by the recipient at a public or not-for-profit site in Chittenden County. Examples:
 - Paint donated to a Boys' and Girls' Club used on the Club structures.
 - Compost donated to a school used to create a garden at that site.
- Meet the *Required Criteria & Attributes*.

A Donation *may not be*:

- Used to raise funds for the recipient via a silent auction, raffle, or any other fundraising method.

Donation Limits

Donation requests will be considered on a first-come, first-serve basis, beginning on the first day of the CSWD Fiscal Year. One donation per project or agency serving the same population per fiscal year. Multiple-facility agencies such as school districts, senior housing agencies, and community garden networks may request multiple donations in a current year with a limit of one donation per project/site/facility/school.

Total donation value limits will be detailed in the CSWD Annual Budget. Once this limit is reached no further donations will be granted in that Fiscal Year.

- Compost:
 - FY20 total limit: \$3,000 (.45% of projected revenue)
 - Limit of three times the current sales price worth of product per donation
 - Maximum 3 cubic yards per project per year
 - The recipient must arrange to pick up product at CSWD's compost site.
- Local Color:
 - FY20 total limit: \$600 (1% of projected revenue)
 - 5-gallon limit per donation per year.

Donation Procedure

- All requests must be submitted via the Donation request form on the CSWD website.
- Requests will be reviewed by the Donation Committee, comprised of CSWD staff members, within 10 business days of receiving request.
- Program Manager will send approval or denial of the request to the email address provided on the form.
- Program Manager approving the donation will forward notification to Finance.
- Finance will record donation in a separate expense account, which will be the official record of the transaction.

Giveaway, Prize, Reward, and Incentive Requirements

If not a Local Color or CSWD compost product, a Giveaway, Prize, Reward or Incentive must be:

- Awarded to a non-employee as the result of a random drawing at a CSWD presentation; or
- Awarded to a recipient as recognition of their efforts or service to the mission of CSWD.

- Example: A gift certificate to a CSWD product, or an approved non-CSWD product, awarded to a school cafeteria worker who established a new “share table” for students.
- A product, item, or material purchased by CSWD that directly supports or furthers our mission and is given away by CSWD to a qualified recipient for no compensation. Examples:
 - A SoilSaver or Green Cone given away for use at a public school or community garden site.
 - A waste-reduction “gift pack” that includes a kitchen food-scrap collector and a reusable lunch box with utensils.
 - Electronics repair kit
 - Gift certificate to a Chittenden County restaurant that diverts their food scraps from landfill.

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