

ST. JOSEPH'S FOUNDATION OF THUNDER BAY  
63 CARRIE STREET, THUNDER BAY, ON P7A 4J2

## POLICY/PROCEDURE

SJF-FND-009

### DONOR RECOGNITION and STEWARDSHIP PROGRAM

DATE APPROVED: July 16, 2025

NEXT REVIEW DATE: July 2027

APPROVAL:



## Purpose

At the heart of every gift to **St. Joseph's Foundation of Thunder Bay** is a generous individual, family, organization, or business who believes in the power of **compassionate care**, **community well-being**, and the **transformative impact of philanthropy**. This policy outlines our commitment to **meaningful donor recognition and intentional stewardship**—ensuring every donor is sincerely thanked, celebrated, and engaged in a way that honors their commitment and deepens their connection to the mission they support.

We understand that giving is a personal act of generosity, and we are privileged to receive support from those who choose St. Joseph's Foundation as a trusted partner in building a healthier, more caring community.

## Guiding Principles

- **Every gift matters**—regardless of size, every contribution reflects trust, generosity, and belief in our mission.
- **Relationships are paramount**—donor loyalty and long-term engagement are fostered through sincere appreciation, meaningful recognition, and respectful communication.
- **Stewardship is strategic and heartfelt**—by investing in thoughtful stewardship, we build a community of lifelong donors whose support grows over time.
- **Recognition must be timely, appropriate, and sincere**—donors should feel seen, valued, and celebrated.

## Goals of the Donor Recognition and Stewardship Program

1. **To express deep gratitude** to every donor for their generosity and belief in our mission.
2. **To foster lasting relationships** by ensuring donors feel informed, inspired, and appreciated.
3. **To encourage further giving**, including increased, recurring, or legacy gifts.
4. **To inspire a spirit of giving within the wider community** by publicly celebrating philanthropic support.

## Strategic Stewardship Priorities

The Foundation's stewardship efforts are focused across four key areas:

## 1. Acquisition – Welcoming Generosity

- Personalized cultivation strategies
- Warm and accessible giving tools (pledge forms, event invitations, one-on-one meetings)

## 2. Acknowledgement – Timely and Thoughtful

- Prompt thank-you letters or cards acknowledging gifts
- Issuance of charitable donation receipts for all gifts over \$25
- Recognition in accordance with established donor levels

## 3. Appreciation – Celebrating Generosity

- Donor events, receptions, and behind-the-scenes tours
- Donor recognition walls and naming opportunities
- Features in publications such as social media, or our website
- Anniversary letters or updates on the impact of major gifts

## 4. Affinity – Building Connection

- Ongoing engagement and updates on the impact of giving
- Testimonials, donor stories, and shared successes
- Invitations to participate in special projects or campaigns

## *Donor Recognition Methods*

We celebrate our donors through a variety of **recognition opportunities**, both public and personal:

- **Special Events** such as the Annual Donor Reception, campaign launches, and community celebrations
- **Media features** and profiles in newsletters, reports, or social channels
- **Legacy recognition** for bequests and planned gifts
- **Naming opportunities** for rooms, spaces, or equipment, where appropriate

**All recognition is guided by the donor's wishes**—we respect requests for anonymity and tailor recognition to the level of comfort and privacy desired.

## *Recognition Wall Guidelines*

### **In Memoriam Virtual Donor Walls**

- Displayed at St. Joseph's Hospital, St. Joseph's Heritage, and Hogarth Riverview Manor
- Recognize cumulative memorial gifts of \$250 or more
- Permanent acknowledgments based on donor consent and provided wording

## Campaign Donor Walls

- Created in conjunction with specific campaigns (e.g., St. Joseph's Hospital, Hogarth Riverview Manor, Hospice Palliative Care)
- Designed to reflect the scope, vision, and spirit of each initiative
- Donor listing formats and mediums determined by campaign leadership and Foundation staff

## Future Campaign Recognition

- Recognition plans will be developed as part of campaign planning
- Mediums may include digital displays, engraved plaques, murals, or installations as appropriate

## *Special Donor Recognition*

In exceptional circumstances, unique recognition may be offered to **individuals or groups whose gifts represent transformative or sustained impact**. These acknowledgements are developed collaboratively between the donor and the Foundation to ensure that gratitude is expressed meaningfully and memorably.

## *Withdrawal of Recognition*

The **Board of Directors** reserves the right to withdraw or remove donor recognition or naming at any time should it be deemed necessary to protect the values, reputation, or integrity of St. Joseph's Foundation of Thunder Bay.

### Related Policies

#### Board Policy

Confidentiality SJF-BRD-001

#### Philanthropy Policies

Philanthropy Activities SJF-FND-001

Donation of Artwork and Furniture SJF-FND-004

Donations from Board Members SJF-FND-005

Gift Acceptance Policy SJF-FND-012

**Recognition Chart (Excludes Annual Giving Recognition)**

	<b>\$25 to \$499.00</b>	<b>\$500- \$2499.00</b>	<b>\$2500- \$4999.00</b>	<b>\$5000- \$9999.00</b>	<b>\$10000- \$49999.00</b>	<b>\$50,000- \$99,999.00</b>	<b>\$100, 000- \$249,999.00</b>	<b>\$250,000 + Benefactor</b>
	<b>Friend</b>	<b>Donor</b>	<b>Supporter</b>	<b>Partner</b>	<b>Leader</b>	<b>Founder</b>	<b>Patron</b>	
Personal thank you letter signed by the President/CEO including charitable donation receipt	X	X	X	X	X	X	X	X
A thank you letter signed by the Program Manager/VP that the gift has been allocated to		X	X	X	X	X	X	X
A thank you letter signed by the CEO of the St. Joseph's Care Group		X	X	X	X	X	X	X
Holiday Card/Greeting			X	X	X	X	X	X
Inclusion in the Annual Report mailing list			X	X	X	X	X	X
Handwritten note or email within 24 hrs of a meeting or phone call		X	X	X	X	X	X	X
Inclusion in SJFTB Newsletter			X	X	X	X	X	X
Invitation to Donor Receptions			X	X	X	X	X	X
Invitation to SJCG events				X	X	X	X	X
Meeting with a member of Senior Leadership SJCG				X	X	X	X	X
Mutually agreeable media strategy					X	X	X	X
Naming Opportunities						X	X	X

Memorial Donations over \$250.00 will be recognized on the virtual Memorial Walls at Hogarth Riverview Manor, St. Joseph's Hospital and St. Joseph's Heritage

Charitable donation receipts will be issued for donations over \$25.00. Requests for donation receipts in smaller amounts will be thoughtfully considered.