

# Donation and Sponsor Policy – Appendix 1 – Guideline #11

## **The Following Guidelines Are For Board Members, Coaches, Commissioners, any Volunteer Member or Friend of LYA in The Lionville Youth Association.**

The intent of this policy is give historical facts of sponsors and donations - to establish general guidelines that will encourage and promote team sponsorships, company volunteer hours matching grants, memorials, endowments, bequeaths, business donations, state grants, county grants and any other sources of income for the good of the Lionville Youth Association and its continued growth and development

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### **Statement of Facts**

#### **Team Sponsors – Spring sports only – Baseball, Softball, Lacrosse      Annual income: \$10,000-12,000**

1. The Sponsor Chairman sends out sponsor letters for the following year in August.
2. Sponsors may request particular sport but not specific team – there are no guarantees.
3. Sponsors are recognized in the 3 LYA Newsletters and in a large Thank You ad in the Daily Local.
4. Sponsor money goes into the general fund to support – general expenses, field maintenance, insurance and capital improvements.

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#### **Donated Money Sources and Allocations -** Money is received from a variety of sources in various amounts.

- Money under \$1000 is put into the general fund unless given for a specific purpose.
- Company donations without specific charge are placed into the general fund.
- Money earmarked for a specific program or project is assigned a specific number and placed in a reserve account for that purpose.
- The general fund money is available to all sports, no matter the size, for capital improvements.
- All money received is allocated by board vote.

#### **Recognition of Donations –** Since 1977 there have been many donations received for the building of Lionville Park.

- There has been no public display or recognition of these donations other than letters of appreciation and newspaper articles. It is a policy of Uwchlan Township that no sponsor signs are posted in Lionville Park.
- Checks can be presented at Opening Day Ceremonies.
- Articles are placed in the LYA Newsletter and local papers
- Large donations if appropriate are added to our sponsor list to receive an assignment on team shirts.

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### **Guidelines for Future Donations, Grants or Sponsors**

1. Donations from all sources will be encouraged regardless of the amount.
2. Donations will be encouraged to support the Lionville Youth Association – which in turn through its Board of Directors shall allocate funds, as needed for all its sports programs.
3. Donations directed to a specific sports program shall be placed in a reserve account for that sport and allocated as deemed appropriate by the Board of Directors in a manner that will effect the good of the entire program – not any one team. Donation Reserve Accounts will have an assigned number.
4. Donations and grants can be sought for special improvements or specific projects that benefit any phase of any program – such as storage sheds, tractors, press box, lacrosse backstops/walls, wrestling mats, new fields. Solicitation must have Board approval.
5. Application for grant money will be encouraged for specific projects in Partnership and cooperation with Uwchlan Township and if appropriate the DASD.
6. Team sponsors will be encouraged for continued revenue. Names should be turned over to current sponsor chairman to be place on a mailing list.