

Administration Manual

Document Name: Art Donation Policy	Section: Public Relations
Effective Date: June 2020	Original Date: April 2004 Revisions: Nov 2006, Dec. 2019

Purpose:

To determine the acceptability of a potential donation of art, suitability of framing, format, location and placement of any artwork within Headwaters. This policy will provide the Art Review Committee a consistent, objective, and professional procedure for accepting works of art as well as consideration for retiring of art donations.

The Art Review Committee will consist of at least the hospital Communications & Stakeholder Relations Director or designate, the Foundation CEO, Director or designate, and any applicable department leads.

Policy:

1. In accepting works of art, Headwaters shall have an explicit understanding with the donor that the artwork will become exclusive property of Headwaters and that it will retain the right to move, remove store and sell donated works of art at its discretion.
2. Acceptance will be based on the Art Review Committee’s judgement of artistic merit, appropriateness for display at Headwaters, need, and support of Headwaters’ purpose, values and brand.
3. All works of art must comply with Headwaters’ infection prevention and control, fire code and any other relevant legislated requirements.
4. It is the donor’s responsibility to provide (dated within 6 months of the donation) an invoice from the original purchase, or 1 official appraisal for works valued under \$10,000, or two official appraisals for works valued at \$10,000 or more. Where appraisals are not available (e.g. from an Estate), the Foundation will ensure appropriate evaluations are completed, and the costs for these evaluations will be deducted from the receiptable value. The Foundation will issue tax receipts based on the established Fair Market Value.

Criteria:

Artistic merit: All donated art works should exhibit reasonable artistic merit and be in “ready to display” condition. Acceptance will be based on the inclusion of framing or other required presentation condition to be specified by Headwaters or the donor shall provide financial resources to cover thereof.

Appropriateness for display: All donated art works must avoid images that may be frightening, offensive and/or controversial (age, race, gender, sexuality, religion, customs etc.) or not aligned with

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Headwaters’ purpose, values and brand. Art will not be accepted if it shows or encourages unsafe or unhealthy practices, profiles a business, or promotes a service or brand other than Headwaters’.

Need: All donated art must be works that can be placed somewhere within Headwaters. Must be sensitive to the setting and needs of Headwaters and its communities.

Brand: Must ensure all donated art works support Headwaters’ brand, ensures positive patient and family experience, and supports Headwaters’ desired ambience and culture.

Procedure:

1. For an artwork donation to be considered, the Art Review Committee member who receives the request must inform the potential donor of Headwaters’ Art Donation Policy and request the completion of an Art Donation Request form.
2. Each potential donor is to be informed that acceptance of this Policy is unconditional and must be agreed to.
3. A meeting will be scheduled by representatives of the Art Review Committee and the potential donor to review the proposed donation.
4. The Art Donation Request Form will identify the name of artist, title, date, and medium (if these details are known) and the dimensions of the artwork in addition to a photograph.
5. The Art Review Committee will inform the potential donor of their decision, in writing and specify that the decision is final.
6. Once accepted the art will be appraised as follows:
 - a. Up to \$1,000 may be appraised internally (member of Art Review Committee who may consult experts)
 - b. All Items exceeding \$1,000 require an independent appraisal from a legitimate source (gallery owner, certified appraiser, etc.). The donor will be responsible for the cost of the appraisal.
 - c. In the case of one independent appraisal from a legitimate source, Headwaters reserves the right to request a second appraisal. This would be at Headwaters’ expense.
7. If the art is appraised by an outside source, the name and address of the appraiser must be included on the official donation receipt.
8. Appraisals will be submitted to the Foundation who will issue a tax receipt in accordance with the current Canada Revenue Agency Guidelines in the donor’s name.
9. The original tax receipt will be sent to the donor with an accompanying letter of joint appreciation on behalf of the Hospital and the Foundation.
10. A copy of the letter, tax receipt, and appraisal will be kept on file in the Foundation office.

Approval Date	Approval Body	Approval Signature: Kim Delahunt, President & CEO
Dec. 2019	Operations Committee	
May 2020	Senior Management Committee	