

POLICY: <b>Partnerships</b>		POLICY NO: <b>OP 02</b>
POLICY LEVEL: <b>Operational</b>	LAST REVIEW / REVISION DATE: September 2025	SCHEDULED REVIEW DATE: September 2028

# Partnerships

The Partnership Policy outlines the principles for partnerships between the Stratford Public Library and external organizations. Partnerships may include working together with community groups, agencies or individuals. These alliances may include sponsorships, partnerships, and co-participations.

The Library believes that effective service planning and delivery are best achieved through community and professional partnerships. The Library is committed to being proactive and open to opportunities, and will form partnerships that:

- Align with and further SPL's vision, mission, strategic priorities and objectives
- Are developed in the best interests of the Library
- Enhance existing Library services or introduce a value-added service
- Enhance the Library's image in the community
- Maintain equity of access to SPL library services
- Build and implement value added services
- Are conducted in a transparent, consultative and accountable manner

## Types of Partnerships

"Partnership" is an umbrella term that can, for the purposes of the Library, be defined in the following ways:

**Collaborative or strategic partnership:** a mutually beneficial relationship, where both the Library and the external group, individual or organization involved contribute equally to the marketing, planning, content, staff effort, space and other resources necessary for an event or program.

Such partnerships must align clearly with the Library's strategic directions and may be either short-term or long-term in nature.

Both parties must agree on the resources they will provide before planning begins. These details are outlined in a formal Partnership Agreement

**Library participation:** when the Library provides content and resources in order to participate in an external organization, group or individual's framework or event.

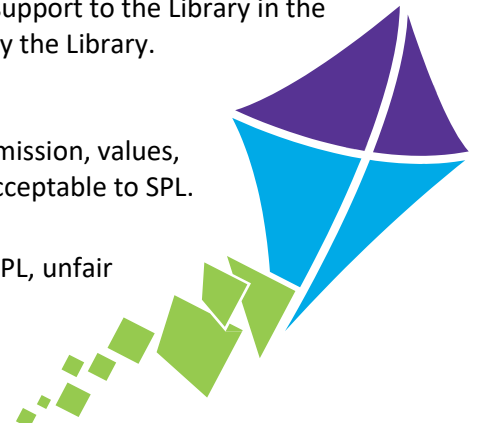
**Library sponsorship:** where the Library provides in-kind support such as space, technology, staff time or marketing to a group, organization or individual. In return, the partner then provides event content or facilitation. If staff support or other resources are unavailable, room rentals may be offered instead.

Library sponsorship should ensure meaningful community exposure and recognition for the Library.

**Sponsor:** an external agency, company, or individual that provides direct support to the Library in the form of funds and/or in-kind services in exchange for formal recognition by the Library.

## Guiding Principles

- Before entering into an agreement, the sponsor's or partner's vision, mission, values, and the added value of the partnership must be clearly defined and acceptable to SPL. Expectations for each party's role must also be clearly understood.
- The Library will not enter into a partnership where, in the opinion of SPL, unfair advantage for, or discrimination to any sectors of the community are



apparent.

- Sponsors, partners or collaborating entities are not permitted to place any limits on the application of any Library policy.
- A partnership may involve the provision by a third party of goods or services, provided this relationship with the sponsor or partner is well-defined and acceptable to SPL before entering into the alliance.
- The Library will not endorse products and/or services, provide any degree of exclusivity for suppliers of certain products or services, or give preferential treatment during procurement processes as a result of a partnership.
- The Library reserves the right to determine appropriate publicity, advertising, acknowledgement and recognition of partners, sponsors and collaborators, consistent with the Library's naming and communications policies.
- All partnership must comply with the Library Code of Conduct when working with the Library.

## **Intellectual Freedom**

Any partnership must comply with the Canadian Federation of Library Association's Position Statement on Intellectual Freedom and Libraries.

Partners, sponsors, or collaborating entities are not permitted to place any limits on the use of SPL policy and principles of intellectual freedom (as defined by the CFLA), such as – but not limited to – influencing collection selection, program content or access to intellectual content.

## **Confidentiality**

The Library may share personal information in accordance with its policies and the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA), only when it benefits Library users and confidentiality is maintained.

## **Conflict of Interest**

Library Board members and employees must comply with the requirements of the Ontario Municipal Conflict of Interest Act (RSO 1990, c.M50) in the development and implementation of partnerships.

## **Terminating Partnerships**

The Library reserves the right to withdraw from a partnership for reasons such as, but not limited to:

- The partner organization uses the Library name and/or trademarks outside the parameters of the agreed upon association and without prior consent.
- The organization develops a public image inappropriate to the Library's purpose, values or strategic direction.
- The failure of the organization(s) to deliver the agreed upon resources and services.
- Lack of Library or partner capacity including staff time, space, or resources.

## **Parameters for Agreement Development**

The Partnership Agreement will include but not be limited to:

- Joint understanding and statement of the goals, expected outcomes, and success measures for the partnership.

- Establishment of the principles of the working relationship.
- Definition of the organizational boundaries and clarification of ownership matters as required.
- Definition of resource contributions and/or costs and clarification of financial responsibilities for each organization.
- Completion of necessary legal agreements, including submitting a valid Certificate of Insurance, as appropriate and required.
- Application of all federal, provincial and municipal legislative requirements.
- Communications plan addressing internal and external communications.
- Clarification of recognition for each organization.
- Milestones and timelines including direction of the partnership.
- Identification of key staff contacts in each organization and joint understanding of their roles and accountabilities.

## Responsibility

The Chief Executive Officer or designate is responsible and accountable for documenting, implementing, enforcing, monitoring and updating Partnership agreements developed under this policy.

## References:

- [Canadian Charter of Rights and Freedoms](#)
- [Ontario Human Rights Code, R.S.O. 1990](#)
- [Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990](#)
- [Municipal Conflict of Interest Act, R.S.O. 1990](#)
- [OP 01 Room Rentals](#)
- [OP 04 Code of Conduct](#)
- [LG 04 Purchasing Policy](#)
- [Canadian Federation of Library Association's Position Statement on Intellectual Freedom and Libraries](#)

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