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Strategic Alliances

1. PURPOSE

The purpose of this policy is to set out the principles for the negotiation of strategic alliances between Brampton Library and external organizations or entities.

2. SCOPE

This policy governs strategic alliances, also known as partnerships, undertaken between Brampton Library and one or more community partners, in order to fulfill the strategic mission of the Library.

2.1. This policy does not apply to:

2.1.1. Sponsorships, philanthropic gifts or donations to the Library

2.1.2. Grants or funds obtained from other levels of government

3. DEFINITIONS

3.1. **Strategic Alliance** – is a mutually beneficial agreement between Brampton Library and an external organization or individual that results in value to the services, programs, marketing or other activities of both parties. Strategic alliances may range from informal or short-term agreements for a specific program or service to a formal contractual arrangement involving an agreed-upon exchange of cash, goods, and/or services of direct measurable value, covering a defined period of time. A typical example involves the Library offering space in its facilities free of charge for a partner to deliver a program or service of value to Library users but outside of the expertise of Library staff, where that service is positioned and promoted as a Library offering.

3.2. **Partner** - is an external organization or individual with which the Library enters into a strategic alliance.

4. LEGISLATIVE AND HUMAN RIGHTS CONSIDERATIONS

Strategic alliances entered into by the Library must comply with all municipal, provincial and federal legislated by-laws, laws and regulations as well as library procedures and policies. These include, but are not limited to, the [Accessibility for Ontarians with Disabilities Act, 2005](#), the [Municipal Freedom of Information and Protection of Privacy Act \(MFIPPA\)](#) and the [Ontario Human Rights Code](#). In accordance with [BRD - 20 Inclusion, Diversity, Equity, and Accessibility \(IDEA\) Policy](#), Brampton Library will not discriminate in pursuing strategic alliances based on the heritage, disability, education, beliefs, race, income, religion, gender, age, sexual orientation, gender identity, physical or mental capabilities of the individuals or organizations involved. The Library will

prioritize diversity and inclusion in strategic alliance planning and decision making, and will work to eliminate barriers to participation for potential partners.

5. PARTNERSHIP ENGAGEMENT CRITERIA

- 5.1.** Only public or private organizations, community groups, agencies, or individuals which align with the policies, goals, mission, vision and values of Brampton Library will be considered.
- 5.2.** The Library will only enter into a strategic alliance when there is an identified benefit to the services, programs, marketing, or other activities of the Library. In particular, the Library will look for opportunities to enhance or expand services without duplicating existing offerings.
- 5.3.** The Library may not enter into an alliance with a potential partner whose purpose is solely political or religious in nature. If the Library enters into an alliance with a partner that engages in some political or religious activity, any influence of such activity on the alliance must be minimized and the Library must maintain an independent position on the issues concerned.
- 5.4.** Programs, services, and activities offered by the Library as part of a strategic alliance must not jeopardize equity of access and must minimize barriers to public participation, including financial barriers or those related to culture, religion, gender or other identity factors. Limits to participation based on participant age and on space restrictions are exempted.
- 5.5.** Strategic alliances must not interfere with the principle of intellectual freedom or exert any undue influence over the Library's resource collections or delivery of services.
- 5.6.** If the external partner is commercial in nature, any activities that promote the partner's products and services must be incidental to the main purpose of the activities involved.
- 5.7.** Any activities to solicit charitable donations on behalf of the external partner must be incidental to the main purpose of the activities involved.
- 5.8.** The parties to the alliance must all commit to ongoing evaluation/measurement of the outcomes of the partnership in question.

6. TERMS

- 6.1.** The Library will not enter into any alliance and/or an agreement with an organization that produces goods or services that are harmful or illegal.
- 6.2.** The Library does not accept any support that implies or requires endorsement of products and services.
- 6.3.** Any use of the Library's name or logo by the organization involved in a strategic alliance must be approved by the Library prior to its usage.

7. PARAMETERS OF AGREEMENT DEVELOPMENT

- 7.1.** Any strategic alliance should include the following:

- 7.1.1. A demarcation of the goals and expected outcomes for the project
- 7.1.2. A definition of the organizational boundaries and clarification of ownership issues
- 7.1.3. Identification of a process for communication and sharing of ideas
- 7.1.4. A definition of project-related costs and clarification of financial responsibilities for each organization
- 7.1.5. Creation of an overview of the project
- 7.1.6. Clarification of marketing, recognition, and logo use for each organization
- 7.1.7. Creation of a timeline of benchmarks and deadlines
- 7.1.8. Identification of project manager(s)
- 7.1.9. Identification of termination process

8. EXTERNAL REFERENCES

[Accessibility for Ontarians with Disabilities Act, 2005](#)

[Municipal Freedom of Information and Protection of Privacy Act \(MFIPPA\)](#)

[Ontario Human Rights Code](#)

9. RELATED POLICIES

[BRD - 20 Inclusion, Diversity, Equity, and Accessibility \(IDEA\) Policy](#)

This policy is available in alternative formats upon request.