 **BOARD OF VISITORS**

**TIN 60-68251-0-8**

**DONOR RECOGNITION AND NAMING POLICY**

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1. **PURPOSE**

The purpose of this policy is to define the process that governs the recognition of donors to the Colonial War Memorial Hospital, including protocols for determining permanent recognition through the naming of Hospital activities, programmes, spaces, or other assets.

The policy formalizes donor recognition in order to provide:

* appropriate public recognition and consistent institutional appreciation of major donors;
* public evidence of philanthropic activity that demonstrates that the CWMH enjoys considerable external support and encourages others to invest in the hospital’s future;
* appropriate utilization of the limited number of naming opportunities;
* clear guidelines for those involved in discussions with donors;
* facilitation of increased and ongoing support from existing supporters.

The naming of a building, space, activity, or programme reflects the importance of the donor to the realization of the Hospital’s mission and vision and the Board of Visitor’s functions and responsibilities. The donors name can add prestige to the building, to the programme, to the Hospital.

**2.0 PRINCIPLES**

**2.1 NAMING OPPORTUNITIES**

Decisions to name facilities, programmes, and activities shall be compatible to the extent reasonably ascertainable, with the CWMH mission and vision and the Board of Visitor’s (BOV) functions and responsibilities.

In cases where philanthropic contributions include a specific naming opportunity, the recognition will follow the generally accepted Hospital standards regarding size, placement, etc.

These gifts will be distinguished from non-philanthropic partnership agreements which may have a branding or co-branding component. Naming recognition in these cases is determined by the terms of the gift agreement.

The approval of a naming opportunity will not result in additional costs to the BOV and Hospital.

**2.2** **LIMITATIONS TO NAMING OPPORTUNITIES**

No naming opportunity shall be approved if it:

* is likely to have a negative impact on the image or reputation of the Hospital;
* would call into serious question the public respect for the Hospital and/or implies endorsement of a partisan political or ideological position. This does not preclude use of the name of an individual who has previously held public office. This does not preclude using the name of an individual or company and a company that manufactures or distributes commercial products;
* honorary naming or distinguished naming may be considered and approved on a case by case basis by the BOV. Facilities or activities will not be named to honour the outstanding service of a member of staff while the honouree remains in the full-time employment of the Hospital.

1. **SCOPE DEFINITIONS**

For the purposes of this policy:

**Gift** refers to an outright donation to the Hospital in cash or in-kind from an individual, corporation, foundation, or other source, for either restricted or unrestricted use by the Hospital. Gifts are made without expectation of tangible return or benefit to the donor.

**Endowed gifts** are donations made to the Hospital on the understanding that the principal amount of the donation will be invested for a minimum five-year period, with the interest earnings to be used to advance Hospital activities, refurbishment and programmes.

**Expendable Gifts** are gifts or grants given to the CWMH BOV that the donor has directed to be used immediately in support of various programmes or projects.

CWMH BOV welcomes and receives gifts from generous individuals, corporations and businesses, foundations and associations. The Donor Recognition and Naming Policy guides the extent of donor recognition and naming procedures in CWMH for:

* buildings or substantial parts of buildings (wings, locations in the hospitals such as wards, rooms and common visitor areas);
* research, recreational, service, or other facilities;
* endowed programmes of research and teaching;
* endowed programmes of service or recreation;
* library collections of books or other materials;
* cultural property (i.e., collections of art, memorabilia and heritage documents/photos/video of CWMH);
* contributions of hospital equipment;
* green space, sitting and resting areas, eating spaces, bicycle and walking paths and streets;
* such other entities as the Hospital may from time to time see fit to name in order to recognize gift contributions.

**4.0 DEVELOPMENT OF NAMING OPPORTUNITIES**

**4.1 GENERAL**

The CWMH BOV shall agree on all naming opportunities. All naming opportunities shall be approved by the CWMH BOV. Naming opportunities for new or existing facilities/programmes/functional areas/services shall be assigned a monetary value, as established by the CWMH BOV in consultation with the Hospital Administration.

The naming opportunity values for new or existing facilities/programmes/functional areas/services shall take into consideration the function, usage, size, marketability and financial requirements (replacement and/or operational costs) of the opportunity.

Every 3 years, or more frequently if required, the BOV shall re-evaluate the naming opportunity evaluation to ensure listed value reflects the market value of the naming opportunity

**4.2 PROCEDURE**

The following is the process undertaken by the CWMH BOV in consultation with the HA when determining the value for new naming opportunities:

. evaluate the space, considering the square footage, purpose and use of the space, cost to build and equip, location of the space, public profile and prestige of the opportunity;

. determine an appropriate value for the new opportunity;

. the CWMH BOV will consider and approve proposals for all new naming opportunities;

. a master list of naming opportunities will be maintained by the CWMH BOV

**5.0 ASSIGNMENT OF NAMING OPPORTUNITIES**

**5.1 GENERAL**

Naming opportunities may be assigned for a living person, in memory of a person or after a family, foundation, association, service club, business or corporation.

The naming for a benefactor may also apply for a third party at the wish of the benefactor and must be agreed upon by the honouree if living.

Naming associated with a particular facility or endowment shall not preclude further naming within the same facility/programme/functional area/service.

Recommendations for assignment of naming opportunities for the CWMH is in consultation with the CWMH BOV, where appropriate. All naming decisions shall be supported by appropriate and complete documents including written documentation stipulating rationale and conditions underlying the naming and filed with the CWMH BOV.

When it is proposed that a facility or room within a building be relocated within the same building, or to a different building, provided that the new facility or room will serve the same original purpose, no recommendation or approval under this policy is required to relocate the name.

The HA is responsible for maintenance and associated continued use costs of all asset classes and for notifying the CWMH BOV of changes to facility or room usage.

**6.0 DONOR RECOGNITION INSTALLATION (DONOR WALL)**

**6.1 GENERAL**

A permanent donor recognition installation listing all those who have contributed one-time gifts to the CWMH of $10,000 or more may be established in an appropriate, central location at an appropriate time. This may take the form of a donor wall or another format suitable to the site of installation. The CWMH BOV will make recommendations concerning this installation and consult with the HA.

Updates to the physical location (donor wall) will take place annually. Signage standards apply to all physical and non-physical assets. The CWMH BOV will honour a donor’s request to remain anonymous in tributes, printed materials, permanent signage, and all other forms of public recognition.

Donor pledge commitments will only be recognized on the physical location (donor wall) after.

receipt of a signed gift agreement or pledge form;

receive at minimum 20% of total pledge commitment or as agreed upon by the CWMH BOV & Donor.

CWMH BOV is responsible for approving the development of a donor wall or another suitable format and budget plans.

**7.0 NAMING OPPORTUNITY TERM AND DOCUMENTATION**

**7.1 GENERAL/FIXED TIME PERIOD**

Existing names and/or commitments shall be honoured as of the approval date of this policy, unless revoked or removed.

All assets named subsequent to the implementation of this policy shall be named for a maximum period of 5 years from the date of recognition signage installation/unveiling except for the name recognition for physical assets such as buildings.

Any additional assets named in perpetuity are on an exception basis and must be approved by the HA.

In the case of a naming that is part of an agreement to provide non-philanthropic support, the naming will be for the period provided in the agreement. In the case of an endowment, the naming will continue for the life of the endowment.

All agreements with donors for named recognition shall be recorded in writing, through a gift agreement between the donor and CWMH BOV.

Once the term has expired, the existing donor shall be provided with the opportunity to make another gift through First Right of Refusal as outlined in this policy.

**7.2** **REVOKE A NAMING RIGHT**

The CWMH BOV reserves the right to revoke a naming right as a result of the following circumstances:

if it is determined that the actions or deeds of the individual or corporation that the asset is named for are not in keeping with the mission or standards of the CWMH and BOV; failure of a named or honoured donor/person to fulfil agreed upon obligations.

**7.3** **LIMITATIONS ON NAMING**

Facilities or activities supported through private gifts may be named after a donor/donors provided that the donor funds all of the cost of the facility or activity.

**7.4 NAMING SUBJECT TO RAISING FULL COST**

The naming is subject to completion of satisfactory funding arrangements and the naming will take place only after that is achieved. If the CWMH BOV is unable to proceed with the project, the potential benefactor(s) will be invited to redirect their contribution(s) and/or to curtail future pledge payments.

**8.0 RENAMING, ADDING, REMOVING OR REVOKING NAMES**

**8.1** **GENERAL**

If a name is deemed to no longer be in the best interest of the CWMH BOV or the donor, it is possible to have a name changed, removed or revoked.

The donor must be informed and the name change must be approved by the CWMH BOV. A request to rename, add, remove or revoke a name from a facility/programme/functional area/activity shall conform to the following principles:

When the function of an asset is changed due to the asset being sold, demolished, substantially renovated, rebuilt or designated for another use;

The CWMH BOV may continue to use the name, transfer the name to another comparable asset, or discontinue the use of the name. (It may be appropriate to place a plaque in, or on, a new space to indicate that it occupies the site of a building formerly known by another name.)

If the donor’s naming term is not complete (naming term is 5 years for all assets), the CWMH BOV shall provide the donor with an alternative naming opportunity of comparable value for the balance of the naming term.

A name shall be revoked and removed from an asset if it is determined that the actions or deeds of the individual or corporation it is named for are not in keeping with the mission, vision or standards of the CWMH and BOV or failure of a named or honoured donor/person to fulfil agreed upon obligations.

A naming right (for any class of assets) may be revoked at any time by the CWMH BOV upon a request, investigation, recommendation and decision:

• the CWMH BOV shall consider and recommend revocation of naming rights, and consult with the HA as deemed appropriate;

• the CWMH BOV shall approve revocation of naming rights;

• the CWMH BOV may obtain legal counsel to advise on how to proceed, where appropriate.

When a named facility has reached the end of its useful life and will be replaced or substantially renovated, the replaced or renovated facility may be renamed in recognition of a new donor or honouree.

If the donor’s naming term is not complete (naming terms is 5 years for all assets) the CWMH BOV shall provide the donor with an alternative naming opportunity of comparable value for the balance of the naming term. Appropriate recognition of earlier donors or honourees shall be included in the new, renovated or redeveloped facilities at the discretion of the CWMH BOV and HA.

**8.2 ROLES AND RESPONSIBILITIES**

• In conjunction with the HA, the CWMH BOV will consider, recommend and approve revocation of naming rights;

• Record decisions of revocation;

• Consider appeals of established naming rights;

• Consult on proposals for revocation of naming rights, as deemed appropriate by the CWMH BOV;

**8.3 PROCEDURE**

Submit recommendation for revocation of naming right to CWMH BOV.

Any recommendation for revocation put forward must provide the following information:

• description of the naming right involved;

• documentation pertaining to the original approval and subsequent name;

• the value of the naming right;

• the name of the donor;

• reasons for recommending the revocation of the naming right;

• names of the original approval authority that do not support revocation of the Naming right, the reasons for dissent, and the financial impact, if any.

The CWMH BOV shall review the recommendation and make a decision. Decisions shall be recorded at Board of Directors meeting.

**8.4 PROCEDURE FOR UNFULFILLED PLEDGE PAYMENTS**

The CWMH BOV shall communicate with Donors who have not fulfilled their gift commitment in a timely manner:

Chair, CWMH BOV shall notify the Donor of gift status;

Provide the donor a reasonable time to meet its commitment;

Continue to engage in period of consultation with the Donor to determine alternative payment plans;

If all fails, and within a period of 90 days, a new donor is sought and naming opportunity transferred of the gift that has been received.

The naming rights for the original naming opportunity expire and a case for revocation is presented to the CWMH BOV.

**9.0 FIRST RIGHT OF REFUSAL**

**9.1 GENERAL**

The naming term of CWMH BOV funded assets is 5 years from the date of recognition signage installation/unveiling;

The original donor has the right to make another gift (on the entity already named) before a naming opportunity is made available to others;

The original donor should respond within a reasonable time not to exceed ninety (90) days;

It is expected that a renewing donor to a named space will provide a gift that reflects the current value of the space, not the original value.

**9.2 PROCEDURES**

Re-evaluate value associated with the identified named space at the end of each time period to keep current with comparables in the market;

If the existing donor does not wish to renew their gift, the donor’s name shall be removed from the named space, but shall be kept on the permanent name recognition or donor wall or in perpetuity;

If the existing donor wishes to renew their gift, the donor shall be required to complete a new gift agreement with terms appropriate at the renewal time.

**10.0 ETHICAL PRACTICE**

All recognition of support will be independent of any gain by any current individual staff or medical student.

**11.0 MANAGEMENT OF RECORDS**

The CWMH BOV will be responsible for maintaining and updating an inventory of all named facilities and funds.

From time to time the CWMH BOV may hold donor recognition events hosted by them.

**12.0 POLICY MANAGEMENT**

The management of the policy, monitoring, implementation and amendment is the responsibility of the CWMH BOV.