

PHILANTHROPIC NAMING PROCEDURE

This procedure is governed by its parent policy. Questions regarding this procedure are to be directed to the identified Procedure Administrator.

Category:	A. General
Parent Policy:	A26
Approval Date:	June 9, 2021
Effective Date:	June 9, 2021
Procedure Owner:	Vice President, Development and Strategy

Overview:	To provide a framework regarding the appropriate and timely recognition of a donor and the types of naming opportunities and the principles and the authorization for naming at Olds College (the “College”).
Procedures:	<p>PROCEDURES:</p> <ol style="list-style-type: none"> 1. Guiding Principles <ol style="list-style-type: none"> 1.1. Naming must align with the overall vision, strategic direction, mission and values of the College. 1.2. All proposed naming must go through the appropriate College approval process as detailed in the associated procedures. Final approval by the Board of Governors is required for all philanthropic, honourific and functional naming, unless otherwise delegated by the Board of Governors. 1.3. No naming will be approved or, once approved, continued that will call into serious question the respect or reputation of the College. 1.4. No naming will be approved that directly or indirectly implies the College’s endorsement of a partisan political or ideological position. This does not preclude naming for an individual who has at one time held public office or holds public office in the future. 1.5. No naming will be approved that directly implies the College’s endorsement of a commercial product. 1.6. Unless otherwise approved by the Board of Governors, naming must be time limited and/or subject to regular review as detailed in the associated procedures. Naming established prior to the implementation of this policy are subject to review in accordance with the appropriate associated procedure. 1.7. Philanthropic naming must meet specific investment criteria as detailed in the Philanthropic Naming Procedure.

- 1.8. Should the purpose or use of a tangible and/or intangible entity change substantially, the College reserves the right to modify the naming arrangements.
- 1.9. Naming must not compromise the College's ability to carry out its functions fully and impartially. The granting of naming rights will not entitle a donor, or honouree to preferential treatment outside the scope of a formal naming agreement.
- 1.10. All naming will align with the College's formal signage standards and guidelines to maintain the College's branding and to ensure consistency.

2. General Administration

- 2.1 In the case of approved campaigns, donors will be listed for the full amount of their pledge in the campaign's final report and other places and publications as appropriate.
- 2.2 Gift-in-kind donors will be listed in the appropriate category based on the fair market value of their gift.
- 2.3 In the case of realized bequests, donors will be listed as "The Estate of ...".
- 2.4 The manner of recognition provided to donors will be determined by donor recognition standards developed by the Office of Development and will be specified in the gift agreement. All gift agreements will be authorized as per Policy B100 - Signing Authority for Contractual Obligations.
- 2.5 The Office of Development is responsible for determining the eligibility of donations for CRA charitable receipts and the issuing of CRA charitable receipts.
- 2.6 Valuation of Philanthropic Naming
 - 2.6.1 To ensure equity and transparency, the Office of Development shall develop and maintain a valuation matrix defining in-kind or monetary contribution levels required for naming of specific academic entities and facilities. (See B22 Donor Recognition and Stewardship)

3. Philanthropic Naming

- 3.1 Philanthropic naming requests will be reviewed to ensure that the proposed philanthropic naming:
 - 3.1.1 Enhances the reputation of the College or its standing in the academic community and with particular due diligence with respect to a gift which:
 - 3.1.1.1 does not expose the institution to an uncertain and potentially significant liability;
 - 3.1.1.2 does not come from illegal activities;

3.1.1.3 because of its unusual nature, presents questions as to whether it is within the role and scope of the institution.

3.1.2 Conforms with the College's commitment to integrity and quality of education and advances Olds College's mission, without overtly endorsing an ideological position.

3.1.3 Recognizes a significant and consistent proportion of the cost of the entity to be named.

3.2 The Board of Governors will look to the unit(s) most closely affected for a recommendation for a change of name, always balancing the recommendation with an overriding concern for the best interests of the College in general.

3.3 Pending such approval, discussions with donors or other stakeholders regarding philanthropic naming opportunities remain provisional.

3.4 Upon approval, the Office of Development will administer the implementation of philanthropic naming opportunities in collaboration with the donor, the School or Department implicated and Facilities.

3.5 Plaques or signage recognizing donors and all named spaces shall conform to the approved Olds College's design and be consistent with the Olds College's branding and signage policies. The Office Development will oversee and manage all named space recognition signage.

3.6 Plaques or other signage of named spaces will not normally be affixed until 20%, or the first pledge payment of an expected gift is received, unless otherwise directed by the Vice President, Development and Strategy.

3.7 Provisions in this policy that refer to naming for a donor also in general apply to naming for a third-party at the wish of a donor.

4. Honourific Naming

4.1 Honourific naming requests must be submitted for approval, in writing, to the Vice President, Development and Strategy (or Designate).

4.1.1 Prior to submitting a request, the nominator shall consult with the Office of Development on the feasibility of a honourific naming opportunity.

4.1.2 Director, Development (or designate) will ensure the approval of honourific naming proposals follow the appropriate approval process.

- 4.2 The honourific naming request must include:
 - 4.2.1 A letter to request a naming; detailing the appropriateness of the honourific naming.
 - 4.2.2 Supplemental information about the individual being honoured with the naming (e.g. biographical information, impact of his or her service and/or contribution to the community).
 - 4.2.3 Summary of any stakeholder consultation and feedback received to date.
- 4.3 All naming proposals are considered confidential until approved and the honouree is advised.
- 4.4 Approval Process
 - 4.4.1 Director, Development will provide the naming request to the Vice President, Development and Strategy (VPDS). The VPDS will present the honourific naming request in confidence to the Olds College's Executive Leadership Team.
 - 4.4.2 Upon endorsement from Olds College's Executive Leadership Team, the VPDS will present the honourific naming proposal to the Board of Governors for final approval.
- 4.5 Communication
 - 4.5.1 Upon formal approval of the honourific naming by the Board of Governors, the VPDS will notify the Director, Development (or designate).
 - 4.5.2 The President (or designate) will notify the honoree of naming.
 - 4.5.3 The Office of Development will coordinate (in collaboration with the Department of Facilities and Communications & Marketing as required) the signage design and installation, as well as any celebratory events associated with the naming.
 - 4.5.4 Final approval of the honourific naming proposal is required before any public announcement or formal celebrations.
- 4.6 Time Limits and Revocation of Naming
 - 4.6.1 Once approved, the VPDS (or designate) is responsible for ensuring the honouree and their families understand that naming may be time limited; this limitation is at the discretion of the College. It is the intent honourific naming of a

tangible entity will continue for the life of the entity.

- 4.6.2 Naming established prior to the implementation of this procedure will be grandfathered as per their original agreement terms.
- 4.6.3 Where a tangible entity has been named, the College will continue to use the name as long as the tangible entity remains in use and serves its original purpose. When the use of the tangible entity changes substantially as a result of restructuring or facility disruption, the College may retain the use of the name, name another comparable tangible entity or retire the use of the name. When relevant and where possible, the honouree or family member will be contacted to inform them of the decision. It may be appropriate to have presence in, or on the new tangible entity to indicate it occupies the space previously named.
- 4.6.4 Notice of tangible entities being replaced or demolished will be provided to the Vice President, Development and Strategy by the Campus Development and Facilities before construction or removal begins.
- 4.6.5 If a naming is no longer in the best interest of the College, or the honouree, it is possible to have the name removed or revoked.
- 4.6.6 The revoking of any honourific naming requested by Olds College requires the approval of the Board of Governors. Once the decision to revoke has been made, the Chair of the Board of Governors (or designate) will notify the honouree or family.
- 4.6.7 The removal of any honourific naming requested by the honouree or their family will be removed at their request. Written request for removal should be provided to the Vice President, Development and Strategy.

5. Duration of Recognition

- 5.1 Duration of Recognition refers to a predetermined length of time for which a donation is recognized by naming.
- 5.2 The naming opportunity and agreement for naming will include a duration, with the length of term agreed to by the donor and the Office of Development, with approval by the Board of Governors of Olds College. Upon expiration of the recognition period, the existing donor and/or entity to which naming occurred will be offered first right of refusal. If the naming

agreement is not renewed, all relevant donor signage will be removed.

6. General Information

6.1 Where a building, facility, or a part thereof has been named, Olds College will continue to use the name so long as the building, facility, or part, remains in use and serves its original function. When the use of a building, facility or room is changed such that it must be demolished, substantially renovated, or rebuilt, Olds College may retain the use of the name, discontinue the use of the name or transfer it to another room or facility if such an agreement has been made. Where it is proposed that the use of the name not be maintained, the discontinuation will require the approval of the Board of Governors.

6.2 In all cases, individuals representing Olds College will make clear to potential donors that naming is subject to the following:

6.2.1 The proposal must be approved in accordance with this policy and other relevant Olds College Policies and Procedures.

6.2.2 If changing circumstances should at some future time make it impractical to continue using the designated gift for the designated purpose, and the donor either is no longer in business or not able to consent to an amendment, then the College may re-designate the gift, provided that the amended terms shall adhere as closely as possible to the donor's intent. The College will also respect and consider donor recognition of the original gift, adhering as closely as possible to the spirit and intent.

6.2.3 The naming is subject to completion of satisfactory funding arrangements, as negotiated by the Office of Development, and the naming will take place only after that is achieved. If Olds College is unable to proceed, the potential donors will be entitled to redirect or withdraw their contributions.

6.2.4 A bequest of an appropriate amount (currently \$20,000) can be used to create a named endowment fund.

Definitions:

Major Naming Opportunities include:

- Buildings, parts of buildings, facilities or physical infrastructure of other types;
- Common spaces (lounges, lobbies, etc.), green spaces (lawns, trees,

gardens etc.) and outdoor spaces (plazas, roads, walkways, etc.)

Philanthropic Naming: Recognizing individual and/or organizational gifts which have a real or in-kind monetary value, as determined by Olds College.

Honourific Naming: Pays tribute to distinguished individuals and/or organizations whose contributions to the community and/or business have had significant impact on Olds College, the community or the globe; includes recognition of historic contributions to Olds College.

Secondary Naming Opportunities include:

- Organizational units that are part of the institution (such as programs, departments, schools and centres, etc.)
- Academic offerings (such as courses, fields of specialization, degrees, diplomas and certificates) approved by the Board.
- Scholarships, bursaries and other student awards;
- Other naming opportunities may be reasonably thought suitable.

Tangible Entities: All physical structures and/or land owned or leased by Olds College or otherwise under the College's control and management. Physical structures include buildings and their internal components such as, but not limited to, wings, floors, classrooms, lecture theatres, laboratories, shops, conference or meeting rooms and common areas. Tangible Entities also include common and special purpose grounds and lands, parking facilities, roadways, pathways, recreation and athletic facilities, exterior structures or artwork and any identifiable landmark.

Valuation Matrix: Collection of tangible entities approved for naming managed through the Development Office. These naming opportunities will be included in the formal review and approval process by the Board of Governors.

Related Information:

B14 Investment
B22 Donor Recognition and Stewardship
B24 Endowments Inflation and Investment Recapitalization
B100 Signing Authority for Contractual Obligations

Review Period:

3 Years

Revision History:

March 2009: Revision
February 2014: Revision
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February 2017: Revision
June 2021: Revision