

SIR SANDFORD FLEMING COLLEGE POLICY MANUAL

Policy # 1-106 Naming of College Features and Resources	
Classification: Section 1 – Board of Governors	
Approved by: Board of Governors	Date: June 27, 2012 (BoG June27-2012 #9)
Replaces: #1-105A – Naming Policy (BoG Mar7-2001 #9)	
Next Policy Review: <i>June 2017</i>	Responsibility: Board Executive Committee

This policy establishes a formal approach to naming or renaming features and resources owned, operated and/or situated on land managed, leased or owned by The Sir Sandford Fleming College of Applied Arts and Technology.

Purpose / Scope

The College views private and corporate support of the institution invaluable in fulfilling its mission. Naming features and resources is an essential tool in attracting major gifts, and may be given at the discretion of the Board as a form of recognition for extraordinary individual and corporate philanthropy. This policy is applicable to all College features and resources and other initiatives as deemed appropriate.

The Board of Governors of Sir Sandford Fleming College is solely responsible for naming or renaming a campus, building, facility, or road owned by Sir Sandford Fleming College.

Definitions

Features include land, campuses, buildings or substantial parts of buildings (centres, wings, levels), other locations on a campus (residences, roadways, playing fields), athletic facilities, and research or other facilities owned by Fleming College. This includes the construction of new buildings or space and the modernization of existing buildings or space.

Resources includes vehicles, scholarships, bursaries and student awards, endowed chairs, library collections, laboratory and classroom equipment, works of art and other tangible assets as the College may from time to time see fit to name.

Endowment Fund is a fund established by a donor through which the original capital of the donation is preserved in perpetuity and annual interest generated by the endowed fund is allocated to support the purpose(s) specified by the donor.

In-Kind Gifts are defined by Canada Revenue Agency as a gift of property other than cash – in particular capital property, depreciable property, and personal-use property. It also includes a residual interest, a right of any kind, a license, a share, and inventory of a business. In-kind gifts may also include equipment, supplies, furniture, books, art, and more. It does not include a gift of services.

Philanthropic Gift means either a financial gift and/or a gift in-kind (such as property or other goods) made to the College that is made voluntarily, does not provide any material benefit to the donor, and can be receipted with an official donation receipt according to the Canada Revenue Agency' guidelines.

Planned Gift is a gift realized upon the death of a donor.

Policy Statement

The naming of a College feature or resource is intended to:

- honour distinguished individuals or entities for extraordinary and outstanding contributions to Sir Sandford Fleming College, the Kawarthas, education, humanity, or society at large;
- honour significant donors to Fleming College whose character or reputation is consistent with the good name and image of the College;
- recognize significant partnerships;
- recognize the history or geography of the area or denote the function or activity undertaken in the facility

Where names of roads are being considered, such naming will comply with the regulations or guidelines of the particular municipality in question.

General Principles

The following general principles apply to all namings.

1. Namings may be approved in the name of the donor, a third party at the request of the donor (e.g. parents), or to honour an individual or organization for distinguished service to the College.
2. Namings may be approved to recognize a significant cash contribution, a planned gift, an endowed gift, or gifts-in-kind.
3. Funding may extend over an agreed length of time, and such namings may be in perpetuity or based on a specific term.
4. Namings should enhance the profile and image of the College; no naming will be approved or continued that calls into serious question the public respect of the College.
5. Namings proposed in recognition of planned gifts will be submitted for approval when the gift is realized.
6. In the instance of matching gift programs, recognition occurs at the level of the donor's actual giving.

Operating Procedure

This procedure provides guidelines in the consideration of naming or renaming of College features and resources, and on the types of naming opportunities available.

1. The Board of Governors is solely responsible for naming or renaming a campus, building, facility or road owned, operated and/or situated on land managed, leased or owned by Sir Sandford Fleming College. The Board has established a **Naming Committee**, and the Committee is responsible for preparing and forwarding such recommendations to the Board, for approval.
2. Candidates are usually identified and qualified by the Chief Advancement Officer in the course of his/her fundraising duties. Others (i.e. staff, students, community members) are encouraged to submit a request or suggestion for the naming of a College feature or resource in writing to the College President and/or to the Chief Advancement Officer. The Naming Committee may also invite naming options as/when appropriate.

Only the College President and Chief Advancement Officer may negotiate a naming opportunity on behalf of the College.

3. The Executive Leaders Team reviews and evaluates the namings proposed for all College features, assessing the requests against the policy. A master inventory of meritorious namings is maintained by the Facilities department; a master inventory of philanthropic namings with naming recognition opportunities is maintained by the Advancement and Alumni Relations department.
4. A senior staff member presents and speaks to a naming recommendation at a meeting of the Naming Committee. It is the responsibility of the Chair of the Naming Committee to bring the recommendation to the Board of Governors for approval and the responsibility of the President and Chief Advancement Officer to provide a report on all other namings, for information, as the case may be.
5. Existing College features and resources that have been named prior to the approval of the policy are not affected by this procedure unless there is consideration for renaming.

Changes to Approved Namings

If the needs of the College could be better served by altering any naming, the College will first consult with the donor, heir or designated successor. If no such contact is possible, the College will make the change, adhering as closely as possible to the original intent.

In the case of physical structures, the College will continue to use the name as long as it remains in use and serves its original function. When the use of space changes substantially as a result of academic restructuring, renovation, demolition or other reasons, the College may retain the use of the name, name another comparable space, or retire the name.

A donor may request a change in naming; an example would be a change in a corporation's name or an individual donor changing his/her name. The College may request that the donor bear any expenses associated with the change, e.g. signage, materials promoting the name. The College has the right to review, revise or decline the proposed change.

Removal or Discontinuation of a Name

Authority to remove or discontinue an approved name is the responsibility of the Board of Governors, on recommendation of the President.

The Board of Governors has the right to terminate the naming of a College feature for the following reasons:

- If a naming commitment is connected to a donor or contributor whose activities reflect negatively on Fleming's public image or are in material conflict with the College's mission, values, and/or policies.
- When a donor or contributor fails to fulfil his/her pledge commitment as specified in the written agreement or memorandum of understanding and when an alternative pledge period has not been agreed upon.
- In the event an Act of God (flood, earthquake, fire) or other event destroys the physical feature or renders it unusable.
- When the College no longer has ownership or control of the feature.
- The feature is decommissioned due to age or obsolescence.

Types of Naming

Functional Identification Naming is primarily a means to help understand the function and location of a feature; identification is evident in the name.

Meritorious Recognition Naming acknowledges leadership of the individual being recognized; recognition is typically focussed on naming intangible assets such as awards, scholarship and bursaries. The honouree may be selected posthumously.

Philanthropic Recognition Naming recognizes significant financial contribution and includes gifts of cash, stock, transferred insurance policies, signed bequests, gifts-in-kind contributions, and endowments.

Sponsorship Naming offers contributors an opportunity to have their names and/or logos displayed on College features in exchange for funds or gifts-in-kind contributions.

This policy and operating procedure do not apply to the *recognition of distinction or benefaction* (for non-financial contributions) by the placing of plaques or other memorials; the President (or designate) is delegated responsibility for this form of recognition and approving all matters in connection with the size, design and location of plaques, donor walls, etc.

Types of Naming Opportunities

1. **Fundraising Initiatives:** namings are specific to a campaign, e.g. Kawartha Trades and Technology Centre, Athletic Bursaries. These are presented by the Chief Advancement Officer to the Board's Advancement Committee for review and may be recommended to the Board for approval.
2. All namings of **Physical Structures** are submitted to the Naming Committee, for Board approval.
 - (a) **Campus:** naming of a campus requires a philanthropic gift/contribution of an amount determined by the Board, which amount may change at the Board's discretion.
 - (b) **New building construction:** naming of a new building requires a philanthropic gift/contribution of an amount equal to:
 - i) 25% of the total building project budget where the project cost is between \$2-million and less than \$6-million
 - ii) 20% of the total building project budget where the project cost is \$6-million to less than \$30-million
 - iii) 15% of the total building project budget where the project cost is \$30-million and above
 - (c) **Renovation of a building:** naming of a restored building requires a philanthropic gift/contribution of 33% of the total renovation project budget.
 - (d) **Programs, Schools:** naming of a program requires a philanthropic gift/contribution of 100% of start-up costs and the first two years of operating costs including capital equipment and curriculum development; the name would hold for a ten-year period. Naming of a school requires a philanthropic gift/contribution of 50% of non-salary operating costs over a five-year period; the name would hold for a ten-year period.
3. **Endowment Funds:** naming of an endowed fund requires a minimum amount (defined by the Advancement and Alumni Relations Office). Terms of endowed funds are instructed by the donor and accepted by the College in accordance with Canada Revenue Agency requirements. The naming of the endowment remains for the duration of the endowment.
4. **Scholarships, Bursaries and Awards:** naming of a scholarship, bursary or award requires funding for the entire amount. Donors wishing to contribute below the minimum will be

encouraged to direct their gifts to a general fund in support of student awards or a flow-through bursary award. Endowment terms are negotiated with the donor and accepted by the College in accordance with Canada Revenue Agency requirements.

- 5. Miscellaneous Opportunities:** the gift must cover the full cost of the project, the cost of plaques or other recognition, and a maintenance fund if required. Examples are collections of books or art, lectures and lecture series, research objects, decorative items or other ornamental structures.

Related Documents

- Attachment 7 to Board Policy 1-102J under By-law 1-102: *Terms of Reference – Naming Committee* (dated June 22, 2011 #4)
- *Unsolicited Financial Gifts*, Policy #4-415
- *Endowment Policy*, Policy #4-421
- *Gift Acceptance*, Policy #8-801
- *Donor Recognition*, Policy #8-802 (to be developed)

Monitoring of Operating Procedure

Next Review: *June 2015*

Responsibility of: *Naming Committee; Chief Advancement Officer*

Procedure Review Summary: