

Policy Title:	Fleming College and Fleming College Foundation Joint Naming Policy
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Contact for Policy Interpretation:	Associate Vice President, Advancement and Marketing

1.0 – Policy Overview

The Naming of Assets provides Fleming College and Fleming College Foundation with the opportunity to recognize contributions from individuals and organizations to support Fleming's overall mission. Naming recognizes the exceptional contributions from Fleming's community of students, alumni, Employees, and friends, while also drawing attention to the vital role of philanthropy in ensuring that Fleming College provides the very best educational experience to students and making the greatest possible impact.

Fleming College and Fleming College Foundation will also consider the Naming of Assets to recognize and celebrate philanthropic contributions, exemplary service, voluntary contributions, special events, anniversaries, and other significant initiatives.

2.0 – Purpose

Fleming College (the College) and Fleming College Foundation (the Foundation) welcome the opportunity to honour individuals and organizations whose generous philanthropy makes possible the construction or restoration of buildings and spaces, the acquisition of equipment, student financial support, Award, contributions and the development of innovative partnerships and programs to serve the community and advance the mission and vision of the College and the Foundation.

This Policy sets out the authority and procedures for Naming College Assets to recognize financial contributions from individuals, businesses, organizations, etc.

This Policy ensures that Naming Recognition decisions are made consistently according to the College's and Foundation's mission and objectives.

3.0 – Definitions and Acronyms

Asset: Item or property of tangible or intangible value owned by Fleming.

Award: A monetary or non-monetary gift given to a student to recognize a specific academic achievement or other accomplishments.

Bursary: An Award given to a student based on financial need.

Donor: An individual or organization that makes a gift to Fleming College Foundation or Fleming College.

Employee: Full-time, part-time and contract faculty, support staff and administrators of Fleming.

Gift: As defined by the Canada Revenue Agency (CRA), a Gift is a voluntary transfer of money or property for which the Donor expects and receives nothing of value in return. It is permissible and encouraged, however, for Donors to receive Recognition for their Gift. For example, annual Donor wall, signage and plaques, or Naming opportunities for buildings, programs, bursaries and scholarships, facility spaces, etc. The following transactions do not constitute philanthropy:

- Gift of service
- Purchase of a good or service from Fleming College
- Sponsorship
- Lottery, draw or contest tickets
- Gift of debt from a person or partnership, or a share of a capital stock of a corporation that does not deal at arm's length with the charity.

Gift Agreement: A document containing the terms of making a Gift and the accountabilities of both the Donor and Fleming.

Naming: The process of conferring a name upon an asset.

Naming Agreement: A document or a clause within a Gift Agreement that outlines the terms of a naming approach associated with a specific Gift and the accountabilities of both the Donor and Fleming.

Named in Perpetuity: A naming that is permanent with no end date. This option does not apply to future Gifts.

Pledge: A signed agreement indicating that a Gift will be made within a specific time period.

Endowed Gift: An Endowed Gift is a cash donation with the stipulation that it be invested, and the principal remains intact in perpetuity.

Prospect: A potential Donor that is identified by Fleming College or Fleming College Foundation.

Recognition: Actions taken to acknowledge a contribution made by an individual or organization.

Stewardship: A series of actions designed to appropriately recognize a Donor's Gift and to keep them engaged in Fleming's activities.

4.0 – Scope

This policy applies to all assets owned or leased and operated by Fleming College.

4.1 – Roles & Responsibilities

- a) The President, Associate Vice President of Marketing and Advancement, and Executive Director of the Fleming College, Advancement & External Relations shall be responsible for Naming and Recognition regarding physical spaces and academic positions at Fleming.
- b) Fleming Foundation shall be responsible for:
 - Other Naming opportunities as per the terms of relevant Gift Agreements;
 - Developing and managing the inventory of Naming opportunities;
 - Liaising with Donors and Prospects;
 - Managing all associated paperwork and formal agreements; and
 - Ongoing Stewardship of Donors and Naming.

5.0 – General Principles

5.1. General Guiding Principles

- a) Naming opportunities at Fleming College are designed to thank and recognize Donors for their financial support and commitment to the College. Under exceptional circumstances, and with the approval of the College President, Naming may be conferred to recognize and celebrate exemplary service, voluntary contributions, special events, anniversaries, or other significant initiatives.
- b) In general, high profile, high traffic areas shall be named to ensure that the Naming is experienced by a maximum number of people and reserved for significant major Gift Donors.
- c) Fleming College shall consider Naming the following assets:
 - Significant physical infrastructure including classrooms, laboratories, common areas, hallways, campuses, building complexes, buildings, and meeting rooms;
 - Smaller physical infrastructure such as desks, tables, seats, and study areas;
 - External spaces and infrastructure such as sports fields and stadiums, parking areas, gardens, trees, benches, and seating;
 - Academic positions such as chairs, professorships, deanships, directorships, and fellowships;
 - Student financial aid such as endowments and expendable funds;
 - Physical and digital assets such as collection of artifacts;
 - Events and activities such as sporting events, lectures, conferences, and celebratory activities; and
 - Other Naming opportunities as may be reasonably thought suitable in accordance with this policy

- d) All Naming opportunities (assets, funds, positions, or programs) shall be subject to a written Naming Agreement (that may be a separate agreement or a clause within a Gift Agreement) to be signed by the Donor or their representative and a nominated representative from Fleming College Foundation.
- e) A Naming Agreement shall detail the specific asset to be named, the agreed-upon duration for the Naming, the actual agreed name for the asset, and details of signage relating to the asset. No asset shall be Named in Perpetuity.

5.2 - Philanthropic Guiding Principles

- a) A Naming opportunity is a symbolic gesture of thanks and Recognition and does not have to reflect the nature of the donation itself.
- b) Fleming College and Fleming College Foundation shall carry out the Naming of Assets in accordance with CRA legislation.
- c) Fleming College Foundation may only name a specific College facility (e.g., buildings, wings of building, sports fields, or an entire academic program) in Recognition of donations of \$1,000,000 or greater. Also, academic positions, such as chairs, professorships, deanships, directorships, and fellowships would be included for Gifts greater than \$1,000,000.
- d) For amounts less than \$1,000,000 and greater than \$50,000, Naming of smaller Assets (e.g., classroom, laboratories, meeting rooms, and offices) may be offered as Recognition.
- e) Certain fundraising campaigns may present Naming opportunities for Gifts smaller than \$50,000 (seats, stones, trees, or benches) under the guidance of Fleming College Foundation. Such opportunities will be approved by the College President.
- f) Fleming College Foundation may name a student financial Award or Bursary in Recognition of donations of \$5,000 or greater, which can be paid over a maximum of five years. By creating a non-endowed (expendable) Award of \$1,000 annually, this Award can be named. An Award or Bursary shall only retain the name for the period that the Donor is funding it.
- g) Fleming College Foundation will provide a named endowment fund with a minimum investment of \$25,000. Depending on the direction of the Donor, the fund may be for an Award, financial assistance, or may be unrestricted. An endowed fund exists in perpetuity with the Fleming College Foundation. Unrestricted endowed funds can support areas of greatest need at the discretion of the College and the Foundation.
- h) Fleming College may, under the guidance of the Fleming College Foundation, recognize a group of Donors as a collective who individually donate less than \$25,000, but collectively donate \$25,000 or greater.

- i) Fleming College may name an Asset for a donation paid through a multi-year Pledge as long as twenty-five per cent (25%) of the total donation is paid prior to the facility being named.

5.3 - Ethical Principles

- a) As part of this process, due consideration will be given to the reputational risk of a Naming opportunity. Fleming College Foundation shall evaluate potential reputational risks and opportunities before preliminary discussions begin with a Donor or Prospect to ensure Fleming's reputation is upheld. This may include but not be limited to Gifts from organizations associated with alcohol, tobacco, violence, etc.
- b) Every Naming Agreement shall be subject to ongoing ethical evaluation. Fleming College reserves the right to withhold or reverse any Naming opportunity should the Donor's ethical integrity be called into question. Fleming College and Fleming College Foundation retain the right to reverse all agreements made if the ethics of the honoree cease to align with Fleming's.
- c) The Naming of a facility, academic program, or position is for Recognition of an honoree only and does not imply any influence of the honoree on:
 - the use of or material design of the facility,
 - academic programs, or
 - the allocation of financial aid or Award.

However, Fleming College Foundation will report back to Donors on the impact of their donation and the use of the named facility.

5.4 - Inventory and Allocation

- a) Fleming College Foundation shall manage the inventory of Naming opportunities. However, consideration can be given to any space, facility or other Asset that is identified by a Donor or Employee. The College President shall evaluate and have final approval of any Naming opportunities that are not in the existing inventory prior to being offered to a Donor or Prospect.
- b) A Donor or Prospect may be offered a single Naming opportunity or several options to choose from as determined by the Donor or Prospect Relationship Manager, Fleming College and Fleming College Foundation.
- c) Fleming College and Fleming College Foundation shall consider the following criteria when calculating the valuation of a Naming opportunity:
 - Market conditions,
 - Campaign goal and/or project cost,
 - location and/or visibility,
 - Size of space,
 - Relevance to Fleming's mission.

5.5 - Duration of Naming

- a) Unless otherwise agreed upon, a Naming opportunity related to a physical facility or Asset shall be offered for a period of at least 20 years. If a facility is considered obsolete and/or replaced prior to the end of the 20-year minimum period, Fleming shall either transfer the Donor's name to a comparable facility for at least the remainder of the period or negotiate another mutually satisfactory agreement.
- b) Where appropriate, Fleming College Foundation shall determine other Assets to be assigned on an ad hoc basis.
- c) At the end of a period of named Recognition, Fleming College Foundation shall first offer the Donor continued Naming opportunity prior to offering it to other Donors or Prospects.
- d) Any Assets already named at the start date of this policy shall be grandfathered under the terms of this policy. Where necessary, Fleming College Foundation shall contact the honoree and issue a new written agreement that aligns with this policy. Where not possible, the terms of this policy will inform the new agreement.
- e) No facility shall be Named in Perpetuity. However, Fleming College and Fleming College Foundation shall honour such commitments made in historical agreements as long as the facility continues to exist.

5.6 - Signage

- a) All associated signage for a named facility must conform to Fleming's signage protocol for that specific facility. This policy must also be consulted prior to the approval of any Naming and, where a Naming does not conform to its terms, Fleming College Foundation shall provide alternative options to the Donor, Prospect, or honoree.
- b) The cost of signage associated with a Naming will be derived from the Gift, and the Foundation will ensure expenses are reasonable and aligned with Canada Revenue Agency guidelines for Stewardship and Recognition costs. The Foundation may work with the College to pursue cost-sharing arrangements when Donor Recognition needs to be incorporated into a capital development plan.
- c) Recognition expenses must not exceed two per cent (2%) of the value of the Gift, including event and signage costs.

5.7 - Changes to Naming

- a) Approved changes may be made to the name, signage, or working of the Naming over the duration of a Naming opportunity,
- b) Changes originated by the Donor or honoree require prior approval by the College and the Foundation. Any subsequent changes to signage or other infrastructure must be paid for in full by the Donor or honoree.

5.8 - Revoking a Naming Opportunity

- a) Fleming College and Fleming College Foundation have the right to reject an appeal.
- b) Fleming College and Fleming College Foundation reserves the right to cancel a Naming opportunity due to demolition of the Asset, sale of the Asset or an Act of God. Where possible, Fleming shall offer an alternative option to the Donor or honoree.
- c) Fleming College and Fleming College Foundation reserves the right to revoke a Naming opportunity if a Donor fails to fulfil their Pledge payments associated with the Naming.
- d) Fleming College and Fleming College Foundation may revoke the Naming of any Asset under the ethical principles as outlined in Subsection 5.3 of this Policy. Fleming College Foundation and Fleming College shall evaluate complaints of significant concern by any member of the Fleming community or general public and, where appropriate, take such complaints to the Fleming College and Fleming College Foundation Board for evaluation and decision.
- e) Fleming College and Fleming College Foundation shall inform a Donor or honoree in writing if their named Asset is assigned to be revoked. The Donor or honoree shall have 90 days to appeal the judgment, during which time Fleming may suspend the Naming.
- f) If no appeal is made or the appeal is rejected, the Naming shall be revoked with immediate effect. In such cases, it is the position of Fleming College and Fleming College Foundation that any funds received and used in good faith under the terms of the Gift up to the revocation shall not be returned, however, the Donor will be relieved of any future Pledge payments.

6.0 – Related Documents

- College Policy 1-114 Fleming College and Fleming College Foundation Joint Gift Acceptance
- College Policy 1-111 Access to Information and Protection of Privacy

7.0 – History of Amendments and Reviews

Date Approved	Approved By	List of Approved Amendments/Review
August 13, 2024	Board of Governors	NEW