



### 30: DONOR RECOGNITION AND NAMING POLICY

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<b>APPROVAL/AUTHORITY</b> Board of Governors	<b>LATEST REVISION</b>
<b>Original signed by Board Chair</b>	

#### OVERVIEW

The Board of Governors of the Alberta College of Art + Design (ACAD) is accountable for the effective and efficient stewardship of College funds. ACAD is a registered charity under the Canada Revenue Agency. Its registered charitable number is 10669 2981 RR0001.

#### PURPOSE

Donor stewardship, through recognition of donors and their gifts appropriate to the level of gift, is an important aspect of philanthropy. Donor recognition, through a suite of benefits that include thank you notes to naming College features serves two purposes: firstly, appropriately thanking and appreciating a donor for their gift and the impact it will achieve, and secondly, demonstrating to other prospective donors their commitment to the College and its students in order to attract other gifts.

The purpose of the Policy is to provide clear direction and guidance that ensures equitable, consistent and appropriate levels of acknowledgement and recognition of donors. The Alberta College of Art + Design recognizes the importance of donor stewardship to engaging and building long-term relationships with donors, alumni and supporters of the College

This policy also sets the standards for which College features will be considered for naming purposes. Consult the Donor Recognition and Naming Procedures for definitions.

#### POLICY

This policy applies to all donors of charitable gifts to Alberta College of Art + Design and is subject to all applicable federal and provincial legislation and relevant ACAD procedures.

The Alberta College of Art + Design encourages gifts from donors, alumni and the greater community through various means. These include but are not limited to annual appeals, special events, major gift and capital campaigns, and planned giving.

**Recognition**

All donor recognition will be in compliance with Canada Revenue Agency guidelines concerning donor benefits and recognition.

The following basic principles apply to all donor and partnership acknowledgement and recognition, and will be conducted in accordance with the College's *Gift Acceptance Procedures* and *Chart of Donor Recognition Benefits* as relates to timing and donor benefits:

- Every donation will be appropriately recognized and in a timely fashion;
- Every donation will be promptly acknowledged;
- A charitable tax receipt or an acknowledgment receipt, as appropriate, will be sent to the donor or partner promptly.

**Naming**

Namings may:

- Honour individuals by recognizing exceptional contributions shaping ACAD;
- Commemorate ACAD history and traditions;
- Honour long-term and significant financial contributions to ACAD; or
- Honour financial contributions to support the physical feature(s) and programs named.

The naming of College features shall be based on the following principles:

- Enhance and maintain the College's image and reputation in the community;
- Strengthen internal and external relationships and partnerships;
- Provide consistent, equitable and appropriate naming opportunities to College supporters;
- Support the philanthropic activities of the College;
- Align the naming commitments of College features with the flexibility required for space resource allocation.

All philanthropic namings of spaces within a facility must be approved by the Board of Governors and be consistent with the Philanthropic Naming Opportunity Plan developed for the College on August 28, 2013.

Naming will be independent of all appointment, admission and curriculum decisions, which the College will continue to make in keeping with its established practices, mandate and mission.

Naming associated with a particular School, program or endowment will not preclude further naming within the School, program or endowment.

**1. Responsibilities**

- a. The Board of Governors is responsible for:
  - approving the naming of any physical College feature or program;
  - providing direction, when requested, on naming issues of a nature that is unique, complex or may affect the integrity of the College;

- bringing forward suggestions for meritorious recognition naming opportunities for evaluation.
- b. The President + CEO is responsible for:
  - recommending the naming of College features;
  - recommending recognition naming strategies related to fundraising initiatives.

## 2. Naming Facilities for Donor Contributions

Facilities may be named for a donor or donors for contributions at or exceeding the recommended naming value in the Philanthropic Naming Opportunities Plan.

Facilities include all existing College physical features, including wings, interior spaces, exterior spaces under control of the College, and new construction.

### New Construction and Significant Facility Renewal

- For facilities that have not been valued in the Philanthropic Naming Opportunities Plan, they may be named for a donor or donors for contributions of 50% or more of the fundraising goal for the facility or 33% or more of the anticipated project cost, whichever is greater.
- When the project cost exceeds \$15 million dollars, or under other special circumstances, the Board Development Committee may recommend an alternative threshold for naming a specific facility, taking into consideration the capacity of the prospect pool, and setting a naming threshold that will maximize the fundraising potential for the project.

### Existing Facilities

- An existing facility that has not been valued in the Philanthropic Naming Opportunities Plan may be named for a donor or donors for contributions if a gift equals 50% of replacement value.

## 3. Naming Facilities to Honour Individuals

For individuals who have made extraordinary contributions to ACAD or to society:

- The individual has had ACAD-wide influence or has made exceptional contributions to the nation or world; and
- A year has passed from the time the honouree has died or been separated from the role with ACAD for which the person is to be honoured.

For donors who have provided financial support to ACAD in general.

- In compelling cases, for financial contributions other than that defined in Section 2 above, a donor (whether living or deceased) may be honoured through a facility name if the donor has:
  - a) Provided long-term, extraordinary financial support greater than other principal donors; and

- b) No major ACAD facility bearing his or her name.

4. Naming of Programs

Programs are not often named philanthropically; rather they are often named as part of a time-limited sponsorship arrangement.

Programs may include schools, specific programs, Centres of Excellence, or other programmatic features of the College deemed appropriate for naming opportunities.

Program naming opportunities will require a signed, written agreement between the College and sponsor, and provide the specific length of time the program will be named, restrictions on use of the name and College logo as necessary, and terms of revocation.

In the instance where it is desirable to name a Program philanthropically, programs may be named for donors or to honour individuals associated with ACAD following the same standards for naming ACAD facilities set forth in sections 2 and 3, above.

5. Other Naming Considerations

5.1. Propriety of donor-designated namings

Because a naming forges a permanent link in the public mind between ACAD and the designated name, ACAD must exercise discretion and perform appropriate due diligence, based upon all the facts and circumstances associated with a proposed gift.

Care should be taken that the naming is appropriate and desirable, whether the proposed name is the name of an individual donor or is a corporate name or other descriptive words. The Vice President, Engagement will undertake due diligence for all donor-designated namings.

5.2. Perpetuation of Name

Where a written agreement is signed between the donor or contributor and the College, the terms of revocation, the length of time of naming, and the location of the feature named and its description will be included.

In the absence of a written agreement, a copy of this policy will be given to the donor, contributor, or the parties concerned.

ACAD is committed to retaining the name of each facility, interior space, addition, wing, exterior space or expansion (collectively referred to within this paragraph as a “Facility”) bearing a donor-designated name or honourific name.

The donor name is intended to remain for the useful life of the Facility or a maximum of 25 years. The useful life would be until a change in function, major renovation or demolition.

If the Facility is demolished or sold at some future date ACAD will recognize the honouree in an appropriate way, as approved by the Board of Governors.

5. **POLICY EXCEPTIONS**

Exceptions to the policies may be made by the Board of Governors, if any, as determined appropriate.

However, unless the Board of Governors affirmatively directs otherwise, no exceptions shall be made to the policy guideline that the Board of Governors must approve namings of all facilities, interior spaces, additions, wings, exterior spaces or expansions, and in all instances where the naming is unusually prominent, sensitive or subject to heightened public interest (excluding functional names).

**REFERENCE**

- Government of Alberta's *Freedom of Information and Protection of Privacy Act (FOIPP Act)*.
- *ACAD Donor Recognition and Naming Procedures*
- *ACAD Fundraising Coordination and Prospect Management Procedures*
- *ACAD Gift Acceptance Procedures*