



## **NAMING POLICY**

### **GRAND RIVER CONSERVATION FOUNDATION**

### **GRAND RIVER CONSERVATION AUTHORITY**

#### **INTRODUCTION**

##### **1. Purpose and Principles of Policy**

- (a) The Grand River Conservation Foundation ("GRCF") welcomes the opportunity to name existing and proposed tangible and non-tangible assets of the Grand River Conservation Authority ("GRCA") to honour persons, benefactors, donors, members of staff and others, who have rendered outstanding service to the GRCA or the GRCF, or have made exceptional contributions to the community.
- (b) The process and standards governing decisions on naming assets will be clearly established and transparent for the following reasons:
  - (i) The number of GRCA assets available for naming is limited while the number of people who could be honoured this way is much higher. Each naming decision must be weighed very carefully.
  - (ii) Names may be attached to a particular asset for the life of the asset or on limited occasions in perpetuity, thereby forming a long relationship between the GRCA and the GRCF and the person so named.
  - (iii) It is necessary for the GRCF to promote consistency in the tributes paid by the GRCA and the GRCF to its supporters;

##### **2. Jurisdiction/Scope**

- (a) This policy applies to the naming of all of the GRCA's assets, whether existing or proposed, in accordance with established processes and procedures.
- (b) Assets of the GRCA that can be named include tangible assets and non-tangible assets of the GRCA.
- (c) Tangible assets of the GRCA include:
  - (i) buildings, and parts thereof (such as rooms, entrances, foyers, offices, galleries, etc.);
  - (ii) collections of books, art, archives, art and other documentary and/or cultural materials;
  - (iii) equipment;
  - (iv) properties, open spaces, recreational spaces, gardens, roads, fields, trails, or sections of trails, etc.;
  - (v) other natural features or physical improvements; and
  - (vi) medallions or plaques.
- (d) Non-tangible assets of the GRCA include:
  - (i) awards, lectureships, fellowships, scholarships, bursaries;
  - (ii) events (e.g., lectures, lecture series, symposia, conferences, etc.);
  - (iii) prizes and other awards to recognize outstanding achievements by members of the GRCF community (such as for research, for service); and
  - (iv) research
- (e) Naming, renaming and termination or revocation of naming shall be in accordance with established processes and procedures and shall be undertaken only after sufficient due diligence by the GRCA and the GRCF. This includes consultation with the appropriate departmental and administrative leadership.

**POLICY****3. General Principles**

All naming of GRCA assets must conform to the following principles:

- (a) Each naming shall enhance the mission and priorities of the GRCA while preserving the GRCA and GRCF's integrity and autonomy.
- (b) Naming opportunities may be assigned for a living person, in memory of a person or after a family, foundation, association, business, corporation, community group or a third party who must be of sound reputation.
- (c) No naming opportunity should be approved if it is likely to have a negative impact on the image or reputation of the GRCA or the GRCF, could jeopardize the GRCF's registered charitable status or relationship with the donor community, creates a real or perceived conflict of interest, and/or cause offense or upset to the greater community.
- (d) Naming may be for a defined and limited period of time. No commitment to a naming shall extend beyond the useful life of an asset or existence of the asset named. The naming of capital assets "in perpetuity" should be avoided.
- (e) Naming shall comply with the standards for each level of naming opportunity or particular assets as specified from time to time by the GRCF.
- (f) All naming rights shall be documented in a naming agreement (or as part of the applicable gift/sponsorship agreement) containing terms and conditions satisfactory to the GRCF and the GRCA.
- (g) No commitment (verbal or written) shall be made by a member of the GRCF community to any person for the naming of any asset without the prior written approval of the Executive Director of the GRCF and the Chief Administrative Officer of the GRCA.
- (h) Proposals for naming shall be dealt with in strict confidence by all involved in the process until the naming is publicly announced by the GRCA and the GRCF.
- (i) Naming of GRCA assets involving pledges, gifts, or sponsorship to the GRCF shall be in accordance with GRCF policies and procedures, including its Gift Acceptance Policy.

**a. Naming Involving Gifts/Sponsorship – Minimum Contribution Required**

- (a) The value of a naming opportunity of a specific space should be determined by its size, location, and the activity taking place within the space. The value of a program, project, unit or centre should be determined by the number of users, the importance of the initiative to the GRCF, and public profile of the program. Appropriate comparators will be used as benchmarks to ensure the valuation of the naming opportunities reflects these factors. Gifts shall be received and processed in accordance with the GRCF's Gift Acceptance Policy.
- (b) For recognition by naming, it will be expected that the donor and/or other donor wishing to honour a benefactor, will provide all or a substantial part of the cost of the asset being named. "Substantial" means either a significant majority of the cost or a contribution which, while not being a significant majority, is regarded as central to the completion of the asset. Such recognition will generally take effect once the donor has fulfilled an agreed portion of their commitment.
- (c) A naming right may be revoked if the donor fails to make pledge payments in accordance with the Gift Agreement, and does not plan with the GRCF to modify the pledge schedule. In general naming rights shall not be granted unless the donor has completed their gift or has provided at least 80% of their pledge.

**b. Naming to Honour An Individual Where No Gift Is Involved Must Adhere To The Following Standards**

- (a) A proposed honouree must have achieved distinction in one or more of the following ways:

- (i) While serving the GRCA or the GRCF in an important administrative capacity, the individual rendered distinguished service that warrants recognition of the exceptional contributions this individual made to the welfare of the GRCA or the GRCF.
- (ii) The individual contributed in a truly exceptional way to the welfare of the GRCA or the GRCF or has achieved a unique distinction that warrants recognition.
- (b) A naming proposal may be made to honour an individual at any time. Proposals for naming of GRCA assets to honour current members of the GRCA or the GRCF Boards will be considered only in exceptional circumstances.

**c. Approval**

- (a) All proposals for any naming shall be recommended by the Finance and Administration Committee of the GRCF to the GRCF Board of Directors, and the GRCA General Membership who shall have final decision-making authority on these matters. Where the GRCF Board of Directors and the GRCA General Membership approves a proposed naming, then the parties will work together to draft an appropriate form of gift agreement with the donor, together with legal counsel for both the GRCF and GRCA.
- (b) All naming rights agreements must comply with the following:
  - (i) All naming rights shall be documented in a naming rights agreement (or as part of the applicable gift/sponsorship agreement) containing terms and conditions satisfactory to the GRCF and the GRCA.
  - (ii) At a minimum, naming rights agreement (or gift/sponsorship agreement as applicable) shall contain appropriate terms and conditions, including the following:
    - (1) A description of the contractual relationship, specifying the exact nature of the agreement;
    - (2) The term of the agreement;
    - (3) Renewal options, if permitted;
    - (4) The value of the consideration and, in the case of in-kind contributions, the method of assessment;
    - (5) The payment schedule;
    - (6) Rights and benefits;
    - (7) Release, indemnification and early termination clauses as appropriate and as approved;
    - (8) Insurance clauses;
    - (9) Confidentiality terms;
    - (10) A statement that all parties are aware of, and agree to comply with, the provisions of this Policy.
  - (iii) Copies of all naming rights agreements are to be retained for audit purposes in accordance with the normal retention policies of GRCF and GRCA.

**d. Plaques and Signs Recognizing Naming**

All style or presentation of any naming (signage, plaques, etc.) will be determined by the GRCA in consultation with the GRCF and the donor.

**e. Naming and Renaming of GRCA Assets**

- (a) A naming will normally be for the useful life of an asset. No commitment to a naming shall extend beyond the useful life of an asset or existence of the asset named.
- (b) In general, when permanent named recognition has been extended for a gift received, it is intended to be honoured for the useful life of the asset. In the event of changed circumstances (e.g., a program no longer exists), the GRCF reserves the right to

determine the form which such permanence may take, generally in consultation with the donor or their authorized representative(s) where appropriate.

- (c) Where a naming is for a limited period of time, the GRCF reserves the right to rename the asset on the expiration of that time, or to renew the support of the donor. When a named asset ceases to exist or will be developed for another use, appropriate recognition of earlier donors and honourees will be considered.
- (d) Should changed circumstances lead to the denaming or renaming of an asset, and provided that the GRCF has in good faith fulfilled its original commitment to the donor, the GRCF will be in no way obligated to return any portion of a charitably receipted gift to the donor.
- (e) Where a building or part thereof has been named "in perpetuity," the GRCF will continue to use the name so long as the building or part thereof remains in use and serves its original function. When the use of a building or part thereof is changed such that it must be demolished, substantially renovated, or rebuilt, the GRCF may retain the use of the name, name a comparable building or part thereof, or discontinue the use of the name. Where it is proposed that the use of the name not be maintained, the discontinuation will require the approval of the GRCF Board of Directors.
- (f) A proposal to rename an asset or to add a second name shall adhere to the same procedures and criteria for naming as outlined in this Policy.
- (g) When an asset is proposed for renaming, reasonable efforts will be made to inform the original donor or honouree in advance. If a donor or honouree is deceased, reasonable efforts will be made to inform the next generation of family members or business owners in advance of the renaming.

**f. Revocation of Naming**

The GRCA reserves the right to revoke a naming in the sole discretion of the GRCA General Membership where, in the opinion of the GRCA General Membership, it would be in the best interests of the GRCF and the GRCA for the GRCA to revoke the naming or the retention of the name would be prejudicial to the GRCF and the GRCA. Requests to revoke a naming must be sent to the Chief Administrative Officer of the GRCA and the Executive Director of the GRCF for consideration and will then be referred to the GRCA General Membership for a decision. The GRCF Board of Directors will be advised of any decision concerning the revocation of naming by the GRCA General Membership.

**g. Records**

- (a) The GRCF shall keep a complete record of all naming agreements and related documents.
- (b) The GRCA shall be responsible for maintaining and updating an inventory of named assets which will be shared with the GRCF. It will maintain a central registry of all named gift opportunities. This will be reviewed and updated from time to time based on market conditions, institutional fundraising priorities, and comparisons with other institutions.

**REVIEW OF POLICY**

**4. Annual Review of Policy**

- (a) The Finance and Administration Committee of the GRCF shall use its best efforts to review this Policy each year in order to determine whether or not it continues to comply with all applicable laws.
- (b) Any changes recommended by the GRCF Finance and Administration Committee will be brought forward to the GRCF and the GRCA Boards for review and approval.