



DONOR NAMING OPPORTUNITIES POLICY

1. Introduction:

The Grand River Conservation Foundation (GRCF) is a registered charity which accepts current and deferred gifts (pledges or planned gifts) in accordance with the Gift Acceptance Policy.

Naming opportunities can be a significant incentive to attracting large-scale gifts. Many of the GRCA projects for which the GRCF raises funds may be advanced significantly by named recognition opportunities.

2. Purpose:

The purpose of this policy is to:

- Provide guidelines for consideration and approval of naming opportunities of potential GRCA sites and facilities; and
- Ensure consistency in recognition and communication once naming opportunities are approved.

3. Policy:

- Named donations from individuals, corporations or foundations may be accepted by the GRCF in accordance with the Gift Acceptance Policy.
- The GRCA and the GRCF have the right to refuse any naming that involves potentially sensitive issues or carries with it potential liability to either party. A named gift will not be accepted if it is deemed to create a conflict of interest, real or perceived.
- The specific wording of the naming will be subject to agreement by all three parties, the GRCA, the GRCF and the donor.
- A gift will be eligible for a naming opportunity if it is received in cash, in the form of securities or through a donation in kind of a product or good which is required within a project and therefore represents direct budget relief. In some cases, named funds may be created through a planned gift. Donations of services are not eligible for naming.
- The GRCA General Membership and the GRCF Board of Directors reserves the right to withdraw named recognition if the source of donation is determined to be questionable or if the donor has demonstrated conduct that could negatively affect the reputation of the GRCA or the GRCF.
- The duration of the naming will be approved at the time of the gift.

For Existing GRCA Facilities or Properties:

- Naming opportunities on existing GRCA facilities or areas may be offered in recognition of largescale gifts that support improved capital facilities and/or maintenance costs at that facility or property. Facilities and properties vary in size and thus the value of a naming

APPENDIX B

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opportunity will be considered on a case-by-case basis. Examples of larger-scale naming opportunities at a Conservation Area or Nature Centre would include:

- Pool
 - Campground
 - Playground
 - Boardwalk
 - Nature Centre building
 - Nature Centre classroom and/or auditorium
- Other naming opportunities could include:
 - Picnic shelter
 - Observation Tower
 - Dock
 - Overlook along a trail
Trail (with cost depending on length)
 - Donors who commit to multi-year partnerships related to the establishment of Memorial Areas and/or Groves on GRCA property may be offered the opportunity to name that area..

For New GRCA Facilities or Properties:

- Naming opportunities for new GRCA facilities or properties may be offered to encourage large-scale gifts that enable the facility or property to be established.
- A naming opportunity for a stand-alone project (for example, an outdoor classroom) may be available for a donor that contributes 75% or more of the cost of that project.
- Where appropriate, multiple naming opportunities may be available for a given facility – for example, a new Nature Centre may include naming opportunities for both the entire building and rooms within it.

4. Implementation:

- Naming opportunities related to GRCA facilities or properties will be subject to approval of both the GRCF Board as per the terms of the Gift Acceptance Policy and the GRCA General Membership.
- Naming opportunities will be formalized with a signed agreement between the GRCA, the GRCF and the donor in accordance with this policy and the Gift Acceptance Policy.
- Namings will be implemented when 80% of a donation is received. The GRCA General Membership and the GRCF Board will reserve the right to amend this rule in certain cases, including deferred gifts committed prior to the adoption of this Policy. If a donor has not concluded their pledge payments within three years of the planned donation schedule, the GRCA General Membership and the GRCF Board reserve the right to withdraw the naming.
- Once named, the named facility or property will be referred to as such (ie “The Toyota Trail”) both verbally and in writing.
- Naming opportunities for GRCF scholarships and funds created through a planned gift, will be approved by the GRCF Board only.