

NAMING AND RENAMING OF BUILDINGS AND FACILITIES

Section: External Relations (ER)

Subject: Fundraising

Legislation:

Effective: September 15, 2021

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APPROVED: _____
President and CEO

POLICY

The policy of the Board of Governors is that all of SAIT's gift acceptance, fundraising and development activities are governed by SAIT's gift acceptance procedures and reflect SAIT's gift acceptance and adherence to ethical fundraising principles.

PROCEDURE

PHILOSOPHY

SAIT recognizes that private funding is an important part of the development and maintenance of academic goals and capital construction. In naming physical structures and areas, academic and administrative units, centres of excellence, programs and virtual spaces, SAIT wishes to recognize individuals, corporations, organizations and foundations that provide significant support to SAIT.

Gifts designated for the new construction, renovation, restoration or refurbishment of existing buildings, for equipping laboratories and refurbishing classrooms, for athletic or other student activity areas, for lecture theatres or for common areas are of critical importance to SAIT. Those gifts can be recognized by granting naming rights to the donor or honoree.

DEFINITIONS

Academic units SAIT's schools, programs and departments.

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Administrative units	All non-academic units.
Bequest	Where a donor provides directions in their will that leaves one or more assets to charity.
Cash	A gift of money by way of cash, cheque, money order, wire transfer, electronic transfer or credit card.
Entity	An organization, corporation or foundation
Facility	Any building, ground, digital/virtual classrooms, social media channels, websites, meeting space, or area that SAIT owns, uses or occupies and that is under the jurisdiction of SAIT's Board of Governors
Gift-in-kind	A donation other than cash (as defined above). It may include, for instance, equipment, software, books, artwork, publicly traded securities, private shares, real estate and other collections and property.
In perpetuity	For the life of SAIT. If a building is demolished, the naming shall be applied to any future physical structure, area or virtual space replacing the current physical structure, area or virtual space as long as SAIT exists.
Life of the building	The naming term expires at the end of the life cycle of the physical structure or area when it is removed or demolished. It may also be referred to as "in perpetuity (for the life of the building)".
Named asset	Physical structures and areas, academic and administrative units, centres of excellence, programs and virtual spaces.
Physical structures and areas	Buildings and facilities, common areas and green spaces.
SAIT community	SAIT's governors, employees, advisory committee members and Campaign Cabinet members.

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Virtual space

SAIT owned and operated electronic and/or internet-based assets.

GOVERNING PRINCIPLES

This procedure is intended to recognize contributions from donors and distinguished members of Sait’s community and to provide guidance in respect of naming rights.

PROCEDURE

A. Use of Names of Persons, Organizations, Corporations or Foundations

1. Executive Management Committee (EMC), after considering the recommendations of the vice president, external relations, may recommend to the Board of Governors the approval of any naming or renaming of a named asset where the name or rename is that of an individual, organization, corporation or foundation (the “donor”) that:
 - a) Contributes a significant gift or bequest to Sait.
 - b) Contributes to Sait in a significant other manner.

B. Use of Names Indicating Function and Use

1. The vice president, external relations or designate, after considering the recommendations of a working committee, may recommend to EMC approval of a naming or renaming of a physical structure and area where the name consists of wording that relates solely to the function or location.
2. Criteria for using names that indicate function and use include, for instance, the need for consistency with ongoing use and occupancy, and salient geographic features.

C. Naming or Renaming in Response to a Gift or Bequest

1. Where an appropriate gift or bequest is made to Sait with a request for the naming or renaming of a named asset the following procedures apply:

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- a) Upon receipt of a request for naming or renaming of a named asset, the Alumni and Development department's director or designate will establish a Working Committee to review and make a recommendation on that request.
- b) The Working Committee is chaired by Alumni and Development's director or designate, and may include:
 - i) Alumni and Development representatives
 - ii) A representative of the recipient school/department
 - iii) The donor or representative
- c) The Working Committee will bring its recommendation to the Naming Committee for review. The proposal shall include the proposed recognition name, the specific location (if applicable) and the length of term of the naming.
- d) The Naming Committee is chaired by the vice president, external relations or designate and may include:
 - i) The Facility Management department's director
 - ii) A representative of the primary user group
 - iii) The dean/director of the relevant school/department
 - iv) Alumni and Development representatives
 - v) The architect (when a new building is involved)
- e) If the Naming Committee approves the recommendation as presented or as revised, the vice president, external relations or designate will present the recommendation to EMC for its review.
- f) If EMC approves the recommendation, vice president, external relations or designate will present the recommendation to the Board of Governors' Governance Committee. If that committee approves the recommendation, the recommendation will be referred to the Board of Governors for ratification.
- g) The vice president, external relations or designate shall communicate the Board of Governors' decision to Alumni and Development's director, who will disseminate information and ensure the donor is advised.

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D. Naming or Renaming in Response to a Significant Non-Monetary Contribution to SAIT

1. Where SAIT wishes to honor an individual, corporation, organization or foundation (the “honoree”) for a significant non-monetary contribution to SAIT, the following procedures apply:
 - a) Gift-in-kind contributions only qualify for naming recognition if there is a cash component to the gift. Twenty per cent of the total value of the equipment in cash is required for naming recognition.
 - b) Upon receipt of a request for naming or renaming of a named asset, the Alumni and Development department’s director or designate will establish a Working Committee to review and make a recommendation on that request. This Committee will determine the appropriate procedure to ensure that all individuals who may be equally or more deserving of recognition than the proposed honoree are also considered.
 - c) The Working Committee is chaired by Alumni and Development’s director or designate, and will include three or more members, internal or external to SAIT. Alumni and Development’s director or designate will advise EMC of the Working Committee’s membership.
 - d) If the proposed naming or renaming is to honor a deceased individual, Alumni and Development’s director or designate will establish a Working Committee to review and make a recommendation on that request. Alumni and Development’s manager, donor relations, will prepare a formal naming proposal on the recommendation for presentation to the Naming Committee.
 - e) If the Naming Committee approves the recommendation as presented or as revised, the vice president, external relations or designate will present the recommendation to EMC for its review.
 - f) If EMC approves the recommendation, the vice president, external relations or designate will present the recommendation to the Board of Governors’ Governance Committee. If that committee approves the recommendation, the recommendation will be referred to the Board of Governors for ratification.
 - g) The vice president, external relations or designate shall communicate the Board of Governors’ decision to the individual(s) or entities that proposed the honoree.

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E. Guidelines for Naming or Renaming in Recognition of a Donor or Honoree

1. If a donor's name is proposed, the Naming Committee will adopt or review the following criteria:
 - a) Whether the gift or bequest results in the provision of a substantial portion of the capital cost of a new or restored physical structure or area and amount of "substantial portion of the capital" required for the purpose of naming.
 - b) Whether the gift or bequest results in the provision of at least 50% of the operating or program costs of a SAIT program or course.
 - c) Whether, in the case of recognizing or honoring current or former SAIT employees or members of the SAIT community, the individual has contributed meritorious or outstanding services to SAIT. In general, a former SAIT employee will be considered for a naming opportunity no earlier than 36 months after retirement.
 - d) Honorific recognition will not be considered for politicians who are in office or retired, and will be considered only after such politician is deceased.
 - e) The naming of an existing or physical structure, area, program or virtual space for a donor that is an entity and not an individual will be limited to a ten-year period. The ten-year period will commence as of the date of signage installation. If the commencement date is not known, the term limit for such naming shall be five years after the date of receipt of the final payment on account of the donation.
 - f) Naming of a physical structure, area, program or virtual space after an individual will be limited to the life of the building, subject to the Board of Governors' approval.
 - g) The Naming Committee has the discretion to recommend the naming of a foundation or other entity and determining the appropriate term of naming when:
 - i) The foundation or entity is closely aligned with a corporation or broad-based community organization that has contributed to SAIT. In such an event, a time limit of ten years may be deemed appropriate.
 - ii) The foundation or entity is named after an individual or family or is closely aligned with an individual or family who has contributed to SAIT. In such an event, a naming for the life of the building may be deemed appropriate.

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2. Naming or renaming in recognition does not imply that the name or names used will necessarily be used in perpetuity except where deemed appropriate by the Naming Committee and approved by the Board.
3. Except for a situation involving a naming in perpetuity (see paragraph E.2 of this procedure), if a physical structure or area is demolished or replaced, its occupancy or usage changes, or changes occur to academic units or administrative units or centres of excellence rendering the former name inappropriate, a request for a new name will be considered. In this case, consideration will be given to placing a plaque recognizing the former name in or on the replacement to indicate that it occupies the site of that which has been demolished or replaced, formerly known by a specific name. It may also be appropriate to name part of a new physical structure or area after an individual or entity in respect of whom the former physical structure or area was named.
4. When a physical structure or area or centre of excellence is proposed to be relocated within the same building or to a different building serving the same purpose, no recommendation or approval is required to rename the relocated physical structure, area or centre of excellence.

G. Removal or Termination of a Name

1. Right to terminate the naming

When an individual or entity carries out activities or otherwise acts in a manner that reflects negatively on SAIT's public image or in a manner that is in material conflict with SAIT's mission and/or policies, then SAIT, at its sole discretion, has the right to terminate the naming, including a naming originally designated as being in perpetuity.

2. Expiration of agreements that have term limits

In general, donors will be notified in writing and in person (where possible) at least one year prior to expiry of the applicable gift agreement between the donor and SAIT. When a naming term has expired or will expire in the near future, the donor may provide a further donation to SAIT that, in accordance with this procedure, will enable SAIT to approve the continuation of such naming. SAIT will work with the donor to provide appropriate transition timing (which may include extending the naming recognition period).

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3. Expiry of donation agreements that have no defined term

If a gift agreement with an entity does not include an expiry date, the term of naming shall be ten years from the date of signage installation or formal naming (recognition event) or ten years from the date of the last donation payment, whichever first occurs. Thereafter, paragraph E.2 of this procedure applies.

POLICY/PROCEDURE REFERENCE

ER.3.1 Gift Acceptance policy
ER.3.1.1 Gift Acceptance procedure