

GIFT ACCEPTANCE – NAMING AND RENAMING BUILDINGS AND FACILITIES

Section:	External Relations (ER)
Subject:	Fundraising
Legislation:	
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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 be governed by SAIT’s gift acceptance procedures and reflect SAIT’s gift acceptance and ethical fundraising principles.

PROCEDURE

DEFINITIONS

- Academic units** SAIT’s schools, programs and academic departments.
- Administrative units** All non-academic units.
- Physical structures and areas** Buildings and facilities, common areas and green spaces.
- Virtual space** SAIT-owned and operated electronic and/or internet-based assets.

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PROCEDURE



GOVERNING PRINCIPLES

1. 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 technology development and virtual spaces, SAIT wishes to recognize individuals, corporations, organizations and foundations that provide significant support to SAIT to enable SAIT to meet its objectives.
2. 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.
3. 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, after considering the recommendations of the vice president, finance and corporate services, may recommend to the Board of Governors the approval of any naming or renaming of physical structures and areas, academic and administrative units, centres of technology development and virtual spaces where such name 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. Names Indicating Function and Use

1. The vice president, finance and corporate services, after considering the recommendations of a working committee, may recommend to Executive Management Committee the 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 (for example, the Mayland Heights Campus).

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C. Naming or Renaming Physical Structures and Areas, Academic and Administrative Units, Centres of Technology Development and Virtual Spaces Using Names of Individuals, Organizations, Corporations or Foundations

1. Where an appropriate gift or bequest is made to SAIT, with a request for a naming or renaming, the following procedure shall apply:
 - a) Upon receipt of a request for naming or renaming, the director of the Alumni and Development department will establish a working committee to develop a formal proposal for the naming or renaming of a physical structure, area, academic or administrative unit, centre of technology development or virtual space or other assets (“named asset”). The working committee may also include the donor (or representative) as a member of the committee. The working committee will bring the proposal 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.
 - i) The working committee shall be chaired by the director of Alumni and Development, and may include:
 - A development officer or key relationship manager for the related donor;
 - A representative of the recipient school/department;
 - Stewardship coordinator; and
 - The donor or donor’s representative.
 - ii) The Naming Committee will be chaired by the vice president, finance and corporate services or designate and may include:
 - The director of the Facilities Management department;
 - A representative of the primary user group;
 - The dean/director or designate of the appropriate school/department/centre of applied technology/administrative unit;
 - The director of Alumni and Development;
 - The development officer or key relationship manager for the donor;

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- The stewardship coordinator; and
 - The architect (when a new building is involved).
- b) After review and approval or revision by the Naming Committee, the vice president, finance and corporate services or designate will present the proposal for naming or renaming to Executive Management Committee for review.
- c) The vice president, finance and corporate services or designate shall present Executive Management Committee's recommendation to the Governance Committee of the Board of Governors and, if approved, the approval or recommendation will be referred to the Board for ratification.
- d) The vice president, finance and corporate services or designate shall communicate the Board's final decision to the donor and the key relationship manager will communicate with the donor's representative.
2. If SAIT intends to honor an individual for a significant non-monetary contribution to SAIT ("honoree"), the procedure is as follows:
- a) Upon receipt of a request for naming or renaming, the director of Alumni and Development or designate will establish a working committee. The committee will determine the appropriate procedure to ensure that all individuals who may be equally or more deserving than the proposed honoree are also considered. The working committee shall be chaired by the director of Alumni and Development, or designate and will include three or more individuals, internal or external to SAIT. The director of Alumni and Development or designate will advise Executive Management Committee of the working committee's membership.
- b) If the proposed naming is to honor a deceased individual, a working committee will be established. The committee will determine whether to recommend naming to the vice president, finance and corporate services and the Naming Committee. If there is a recommendation, a formal naming proposal (motion) will be prepared by the working committee for presentation to the Naming Committee.
- c) When reviewed and approved or revised by the Naming Committee, the vice president, finance and corporate services or designate will present the proposal for naming or renaming to Executive Management Committee for review.
- d) The vice president, finance and corporate services will present Executive Management Committee's recommendation to the Governance Committee of the Board of Governors and, if approved, the approval or recommendation will be referred to the Board for ratification.

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- e) The vice president, finance and corporate services or designate will communicate the final decisions to the individual(s) or entities that proposed the honoree. The key relationship manager will communicate the decision to the honoree's representative.

D. Naming or Renaming

1. When naming or renaming in recognition of a donor or honoree, 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) With respect to recognizing or honoring current or former SAIT personnel or members of the SAIT community, whether the individual has contributed meritorious or outstanding services to SAIT. In general, former SAIT personnel will be considered for a naming opportunity no earlier than 36 months after retirement.
 - d) Honorific recognition will not be considered for a politician who is in office or retired, and will be considered only after the politician is deceased.
 - e) The naming of an existing or physical structure or area 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 commences as of the date of signage. 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 or area or virtual space after an individual will be limited to the life of the individual or, upon recommendation of the Naming Committee, will be in perpetuity, subject to Board approval. In the event of approval by the Board of a naming in perpetuity, the naming shall be applied to any future physical structure, area or virtual space replacing the current physical structure, area or virtual space.

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- g) The Naming Committee will have 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 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 event, a naming for the life of the foundation or entity may be deemed appropriate.

2. Naming or Renaming by Function or Location

- a) Certain criteria for naming of a function or location also to be taken into consideration include:
 - i) The need for consistency with ongoing use and occupancy; and
 - ii) The salient geographic features.
- b) 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.
- c) Except in the event of approval of a naming in perpetuity (see above), if a physical structure or area is demolished or replaced, its occupancy or usage changes or changes occur to academic or administrative units or centres of technology development rendering the former name inappropriate, a request for a new name will be considered. In such event, consideration will be given to placing a plaque 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. Such plaques shall recognize the former 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.
- d) When it is proposed that a physical structure or area or centre of technology development 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 technology development.

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E. Removal of Naming

1. Right to Terminate 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) by the designated key relationship manager 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).

3. Expiry of Donation Agreements That Have No Defined Term

In the event a gift agreement with an entity (and not an individual) does not include an expiry date, then the term of naming shall be ten years from the date of signage or formal naming (recognition event) or ten years from the date of the last donation payment, whichever first occurs. Thereafter, Section E.2 of this procedure will apply.

4. Communication with Donors

A communication statement outlining this procedure shall be sent to donors who are subject to Sections E.2 or E.3 of this procedure, and the key relationship manager and the director of Alumni and Development shall also personally communicate with those donors.

POLICY/PROCEDURE REFERENCE

- ER.3.1 Gift Acceptance policy
- ER.3.1.11 Gift Acceptance – Accepting, Acknowledging and Documenting the Receipt of Gifts procedure

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