

PROCEDURE

Procedure Title	Naming Procedure
Procedure Holder	Director, Advancement & External Relations
Procedure Approver(s)	Senior Team
Related Policies	Prospect Clearance Gift Acceptance Gifts in Kind Sponsorships, Donations & Attendance at External Events Naming
Related Procedures	Gift Acceptance
Appendices	
Storage Location	Website - https://www.confederationcollege.ca/policies-and-procedures
Effective Date	2024-09-10
Next Review Date	2025-09-10

Purpose

To provide a clear and standardized procedure for the naming of assets at Confederation College, ensuring consistency, transparency, and alignment with the college's mission and values.

Scope

This procedure applies to all physical and non-physical assets of Confederation College.

Definitions

Donor

A person or entity making a Gift to the college.

Expendable Gift

An expendable gift is a donation given by a donor that is to be entirely spent on activities consistent with donor intent.

Fixed-Term

An agreed upon period for which naming rights may be granted to a donor.

Gift

Any voluntary transfer of real or personal property, including in kind property, from individuals, organizations, or other sources (“donor”) to the college. A gift is made without expectation of return or benefit to the donor or any individual or organization designated by the donor because of acceptance of the gift.

Gift In Kind

Also known as non-cash gifts, can be gifts of real property or other tangible or intangible items such as artwork, equipment, securities, cultural or ecological property. Note: per the Canada Revenue Agency, a contribution of service, that is, of time, skills or efforts, does not qualify for charitable receipt.

Planned Gift: Is any major gift, made in lifetime or at death as part of a donor’s overall financial and/or estate planning. Pledge An amount gifted by a donor to the college paid at regular intervals over a pre-determined period.

Policy

Means this Gift Acceptance Policy and all its related procedures as amended from time to time.

Reputation

Overall quality or character, as seen or judged by the Board of Governors or its delegates.

Restricted Gift

A Gift must be used for a specific purpose, directed by the Donor and agreed upon by the college. Sometimes referred to as designated. Undesignated or unrestricted Gifts may be used for any legal purpose the college deems appropriate.

Sacred Item

As defined by the Canada Revenue Agency (CRA), an object of Indigenous material culture deemed holy or sacrosanct by virtue of its ritual or ceremonial association. Depending upon the nation in question, Sacred Items can include a range of objects connected with drumming, dancing, smoking rituals, vision questing, fasting or traditional healing and sweat lodge rites.

Governing Laws and Regulations

[Registered Charities and Income Tax Act](#)

Procedure Statements

1. Naming Principles

- 1.1. Descriptions and considerations for each type of naming opportunity are included and form part of this procedure. The following general principles apply to all namings:
- Namings may be approved in the name of a donor, a third party at the request of the donor, or to honour an individual or organization for distinguished service to the college or society in general;
 - Namings may be approved to recognize an expendable gift, endowed gifts or gifts in-kind;
 - Namings proposed in recognition of planned gifts will be submitted for approval when the gift is realized;
 - Namings should enhance the profile and image of the college. Naming shall not diminish the reputation of the college. The college reserves the right to remove naming rights should the continuation of such rights reflect negatively or cause harm to its reputation;
 - Namings may be offered in perpetuity, or for a specific term; and

2. Naming Considerations

- 2.1. Gifts received that qualify for matching gift programs may be considered for a naming opportunity equal to the value of the gift plus the matching. Recognition in donor listings will occur at the level of the donor's actual giving.
- 2.2. Donations may be paid over an agreed period: naming will be extended upon receipt of the first pledge payment and will continue provided that the pledge is paid in full.
- 2.3. Namings will be independent of all appointment, admission and curriculum decisions.
- 2.4. Namings will not be approved that will imply Confederation College's endorsement of a partisan political or ideological position, or a commercial product. This does not preclude naming for an individual who has at one time held public office or with the name of an individual or company that manufactures or distributes commercial properties, which has made a philanthropic contribution.
- 2.5. Corporate names and logos may be used for recognition purposes. If it is deemed that it is appropriate to include the corporate name and/or logo of a donor in recognition of a gift, the college must first determine if an advantage will be created through the inclusion of corporate name and /or logo in the

naming. Where it is determined that there is a prospective economic benefit associated with the naming rights, it would result in an advantage and the fair market value of the naming rights would reduce the eligible amount of the gift for tax receipt purposes. Where it is determined that there is no economic benefit associated with the naming rights, the advantage would be nil and use of the corporate name and logo would be permitted. Where an advantage is provided in respect of a gift, the college must be able to support the basis for the determination of the amount of the advantage provided. Where the value of the advantage cannot be reasonably ascertained, a charitable receipt will not be provided for the gift.

3. Initiation of Naming Proposal

- 3.1. A naming proposal can be initiated by a member of the Confederation College community, including faculty, staff, alumni, donors, or other stakeholders.
- 3.2. Proposals should be submitted in writing to the Department of Advancement & External Relations.

4. Proposal Requirements

- 4.1. The written proposal must include:
 - The name to be considered.
 - A detailed description of the asset to be named.
 - Justification for the naming, including the significance and the connection of the proposed name to the college's mission, vision, and values.
 - Biographical information if named after an individual, detailing their contributions and connection to the college.
 - Any financial contributions associated with the naming, if applicable.

5. Evaluation Committee

- 5.1. The Department of Advancement & External Relations will conduct an initial review to ensure completeness and alignment with college policies.
 - 5.1.1. Incomplete proposals will be returned for further information.
- 5.2. An evaluation committee will be formed, consisting of representatives from the appropriate college administration, faculty, alumni, and student body relative to the naming proposal.
- 5.3. The committee will evaluate the proposal based on:
 - Alignment with the college's mission and values.
 - The significance of the proposed name to the college community.
 - Any potential conflicts or issues related to the proposed name.

6. Approval Process

- 6.1. The President will review the committee’s recommendation and make the final decision.
- 6.2. In cases of significant assets, the President may seek approval from the Board of Governors.

7. Notification and Recognition

- 7.1. Upon approval, the Department of Advancement & External Relations will notify the proposer and relevant stakeholders.
- 7.2. Appropriate recognition and signage will be developed in accordance with the college’s standards and branding guidelines.

8. Implementation

- 8.1. The Facilities Management team will oversee the implementation of physical signage and any necessary modifications.
- 8.2. If agreed upon by the Donor, and financially feasible by the college, a public announcement or dedication ceremony may be organized to honor the naming.

9. Record Keeping

- 9.1. The Office of Advancement & External Relations will maintain records of all naming proposals, decisions, and associated documentation.
- 9.2. An updated list of named assets will be maintained and made available upon request.

Non-Compliance

Non-compliance with this procedure can result in the revocation of naming rights, removal of signage, and other recognition associated with the asset. It may also lead to reputational damage and loss of trust from stakeholders. The college reserves the right to take appropriate action, including but not limited to the reassessment of the naming proposal and the retraction of any agreements made in violation of this procedure.

Revision History

Version	Change	Author	Date of Change
Original		Director, Advancement and External Relations	2024-09-10