

TITLE:	Naming of Carleton Place & District Memorial Hospital Corporation Assets		
Manual/Policy#:	VI-1	Division	CPDMH
Original Issue:	January 2019	Issued by:	Board Chair and Board Secretary
Previous Date Reviewed:		Approved by:	Board of Directors
Last Date Reviewed:	January 2019	Cross Reference(s)	

1. POLICY STATEMENT

The Board of Directors (“the Board”) of Carleton Place & District Memorial Hospital (“CPDMH”) exercises the sole approval authority for naming any assets entrusted to CPDMH.

The naming of buildings, facilities, equipment, space, special programs or any other tangible or intangible item may be approved in order to recognize donations, other gifts, and significant non-financial contributions including distinguished service to CPDMH or to the CPDMH Foundation. Such naming may be time limited or in perpetuity.

The Board may delegate authority to approve naming of assets carrying a specified purpose or value to the President & CEO.

2. SCOPE

This policy applies to all employees, members of the medical staff, volunteers and students of CPDMH and to all tangible or intangible assets of CPDMH.

Provisions in this policy that refer to naming for a benefactor also in general apply to naming for a third party at the wish of a benefactor.

3. GUIDING PRINCIPLES

Names attached to CPDMH’s assets/facilities/programs may reflect function and geography, honorary recognition or philanthropic gifts. They contribute significantly to historic continuity, community identity and pride.

Named recognition is meaningful and personal. Philanthropy is essential to advance and enhance the continuity of healthcare services for the communities served by CPDMH. The granting of naming opportunities to the public supports and promotes fundraising. It also recognizes leadership within CPDMH.

Naming opportunities thank donors and enhance ongoing relationships with donors and the community at large, while encouraging continued investments that will benefit our patients for generations to come.

4. DEFINITIONS

Assets

The term “Assets” includes and is limited to, Facilities, Programs and Capital Equipment, each of which is defined as follows:

Facilities: The term “Facilities” includes, but is not limited to, all buildings, internal building spaces, exterior grounds including roads, landscaping materials and finishes.

Capital Equipment: The term “Capital Equipment” includes, but is not limited to single items with a unit value of \$2,500 or more.

Programs: The term “Programs” includes, but is not limited to, all programs, services and areas of care to patients.

Naming Opportunity

The official naming of a particular asset within CPDMH or the placement of a Tribute Marker.

Tribute Marker

Plaques, medallions and other markers which may be placed on or adjacent to an asset.

5. PROCEDURE

5.1 Criteria for Naming

Naming opportunities may be assigned for a living person, in memory of a person or after a business or corporation. Naming opportunities supported by financial or in-kind gifts may be named after the donor or a third party at the request of the donor.

In general, naming from significant gifts may occur when the fair market value of the gift is at least 51% of the cost or replacement cost of the asset being named. Naming opportunities for existing assets shall take into consideration replacement and/or operational costs, location and marketability.

Only in exceptional circumstances will assets be named to honour outstanding service of members of staff, the Board of Directors, the foundation, any elected or appointed official concerned with the functions or control of CPDMH so long as their official relationship continues. Such individuals making philanthropic donations remain eligible for naming recognition.

No naming opportunity should be approved if it:

- a. Is likely to have a negative impact on the image or reputation of CPDMH or an affiliated entity, such as the Foundation
- b. Would call into serious question the public respect for CPDMH or an affiliated entity
- c. Is likely to be associated with an unhealthy lifestyle (e.g. alcohol or tobacco usage, obesity)
- d. Implies endorsement of a partisan political or ideological position. This does not preclude the use of the name of an individual who has previously held public office;

- e. Implies endorsement of a specific commercial product. This does not preclude naming with the name of an individual or company that manufactures or distributes commercial products.

Naming associated with a particular location or department shall not preclude further naming within the same facility/program/functional area.

CPDMH will not name minor items that are replaced on a regular or scheduled basis such as minor equipment (value less than \$2,500).

The approval of a naming opportunity should not result in additional costs for CPDMH without prior approval.

5.2 Duration of Naming

Existing names and/or commitments shall be honoured as of the approval date of this policy.

All assets named subsequent to the implementation of this policy shall not be named in perpetuity. Any asset named in perpetuity is on an exception basis and must be approved by the Board of Directors.

In the event of renewal, closing or redevelopment of a named area, where a change is made within the naming period, the donor name will continue to be honoured with similar prominence.

5.3 Revocation of Naming

CPDMH reserves the right to revoke a naming right as a result of the following circumstances:

- a. Actions or conduct by an already honoured person, which the sole opinion of the Board of Directors is not appropriate;
- b. Failure of an honoured person to fulfill agreed-upon obligations

5.4 Agreement of Honouree

A naming will not occur without the written consent of the person or organization being named.

A written agreement for the naming opportunity will be executed between the Foundation and the donor so that the donor fully understands how their gift will be recognized. This agreement should include the time limitation for the recognition, conditions under which the naming rights may change and the rights of the donor, including media recognition. The terms of the agreement must comply with this policy and all other relevant policies of the CPDMH and/or the Foundation. Both the donor, or a legal representative if the donor is deceased, and the Foundation must sign the agreement.

5.5 Approval Process

All proposals for naming are to be forwarded to the President and CEO, who shall make a determination whether the proposed naming conforms to this policy, is otherwise appropriate, and is of sufficient merit.

Naming rights related to donations of \$100,000 or more must be approved in advance by the Board of Directors.

Naming rights of space greater than 100 square metres must be approved in advance by the Board of Directors.

All other naming rights not noted above must be approved by the President and CEO.

Discussions with donors or potential donors about naming opportunities should clearly specify that naming is contingent on CPDMH's approval process.

5.6 Other

For safety reasons, such as denoting the location of emergency codes, where naming rights bestowed to donors are not permanent, CPDMH will continue to use an appropriate permanent wayfinding system to reference the specific geographic area.

Naming proposed in recognition of planned gifts (bequests) will be considered when the cash or cash-equivalent gift is realized.

CPDMH reserves the right to decide on the nature of physical displays which may accompany named recognition while recognizing the value of donor or honouree input.

Any revenue generated from a naming opportunity that is obtained through fundraising conducted by the Foundation, or Auxiliary will be retained by such entity and used in accordance with the donor's wishes. Final determination of any naming, however, remains with the CPDMH Board of Directors.

6. REFERENCES

Naming of Almonte General Hospital Corporation Assets, Almonte General Hospital November 2015
Naming of Kingston General Hospital Assets, Kingston General Hospital April 2011
Naming Opportunities, Grey Bruce Health Services July 2014
Naming Policy, Saskatoon Health Region November 2010
Naming Rights, Haldimand War Memorial Hospital & Edgewater Gardens February 27, 2012
Real Property Asset Naming Health Service Directive, Queensland Government July 1, 2013

7. APPENDICES

Not applicable

Evaluation

This policy will be reviewed every two years.