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SUBJECT:	HSN DONOR RECOGNITION AND NAMING		

Application of the Policy

This policy will apply to all philanthropic contributions to Health Sciences North (HSN) through the Health Sciences North Foundation (HSNF), the Northern Cancer Foundation (NCF), and the NEO Kids Foundation (NKF) – hereinafter referred to collectively as “the Foundations”. These contributions include annual, major and planned gifts and donations to the Foundations, HSN and HSN-related campaigns. Donors may be individuals, foundations, corporations, associations or other groups.

A. Objectives of the Policy

Through this Policy, the objectives are to:

- Thank donors appropriately and, with their consent, publicly for their support;
- Set leadership examples that encourage gifts as well as serve as incentive for increased support on the part of existing donors;
- Create and nurture relationships with donors; and
- Ensure consistency in the way we pay tribute to their benefactors and other meritorious persons.

B. Principles

This Policy must achieve its objectives while ensuring that donor relationships are being stewarded appropriately, consistently and equitably, showing regard to current and anticipated needs and priorities. As such, this policy was developed on the basis of the following principles:

- All contributions regardless of size are valued and are entitled to appropriate acknowledgement and expression of thanks;
- All acceptable gifts will be acknowledged;
- Recognition should be sincere, appropriate, equitable and timely;
- Relationships with donors are more important than the particular amounts of donations;
- The privacy of donor records and requests for anonymity will be respected;
- No commitment (written or verbal) shall be made by an employee of HSN, or the Foundations without the recommendation of the Naming and Compliance Committee and approval of the HSN Board (see Section H); and
- This policy should be made available to donors and all interested constituencies in order to foster understanding, create reasonable expectations, and facilitate the consistent application of its terms and provisions.

C. Gifts, Valuation, Receipting and Timing of Recognition

The forms of gifts considered acceptable and the manner of their valuation and receipting shall be determined in accordance with the Foundations' **Gift Acceptance and Receipting Policy**, as amended from time to time.

Donations will be recognized on a timely basis according to the nature of the gift and the circumstances. Other forms of recognition such as announcing the pledge are allowable and encouraged.

D. Gift Recognition Program

(i) General

The Foundations' program for gift recognition shall consist of:

- The forms of recognition described in **ANNEX A** to this Policy, which forms may vary according to the level of giving; and
- Such other forms of recognition as are described herein.
- A signed gift agreement with HSN and the Foundation that will receive the gift will be required for all gifts, which will clearly distinguish a naming opportunity for capital construction vs. endowment vs. naming for support of a clinical program.

(ii) Donor Recognition Programs

Historical walls for past institutions and donors exist in the Main Pavilion of HSN:

- Former hospitals that merged to create HSN
- Past foundations and donors of the former hospitals
- Heart and Soul Capital Campaign

It is recommended that separate and distinct campaign donor walls be created for donors to specific large-scale campaigns.

In keeping with best practices, the Foundations will have active recognition programs that include donor display opportunities for:

Donor Wall: limited to donors of **\$5,000** or more.

In-Memorial Wall: Pooled donations in memory of a loved one. Funds of **\$2,500** or more will be displayed.

Naming Plaques: Assignment of names for HSN projects, as described in Section F.

All donor display concepts must be approved by the HSN Board of Directors.

E. Donor Communications

Communications with donors and prospective donors shall be dealt with as follows:

- Where applicable, communications with a prospective donor shall be dealt with in accordance with HSN's policies and procedures regarding prospect cultivation;
- For proposed donations that may result in naming rights, the Foundation will notify the Naming and Compliance Committee;
- The Foundations' representatives shall not make any commitments regarding naming rights to any donor in respect of a proposed gift, and shall confirm that HSN will need to approve the naming before the gift can be accepted and any naming

- rights conferred;
- For prospective donations for which naming rights are proposed, the President and Chief Development Officer of Foundations shall designate one or more individuals with primary responsibility to communicate with the donor in respect of the proposed gift and associated naming rights.
- The President and Chief Development Officer of Foundations shall ensure that the number of individuals with responsibility for donor communications be kept to a minimum to ensure consistency of communications and representations made to the donor.
- Communications with the donor should be confirmed in writing as much as possible.

F. Naming Opportunities

(i) General

Naming opportunities require the endorsement of HSN's Board of Directors. HSN welcomes the opportunity to assign special names to any of the following projects:

- Named chairs, endowments, scholarships and funds for patient care, research and teaching as described in **ANNEX B**;
- The facilities, programs, equipment, technology and services for patient care, research teaching described in **ANNEX C**; and
- Such other projects as HSN may from time to time determine in recognition of a gift, provided the naming is effected in accordance with the applicable provisions of this Policy.

(ii) Naming in Recognition of Donations

The following principles shall apply to naming in recognition of donations:

- When a donor explores a naming opportunity, he/she can suggest using their own name, the name of their organization, or the name of someone who has made a difference in their life;
- HSN and the Foundations also agree to respect and observe a donor's wish for anonymity in lieu of public recognition;
- In order to be eligible for a naming opportunity, the required threshold amounts must be met through a single or pledged gift. Cumulative amounts, met through multiple gifts over a donor's lifetime, are generally not eligible for naming opportunities. Cumulative amounts are eligible for recognition on the Foundations donor walls.
- It is understood that the value assigned to a particular naming opportunity does not necessarily reflect the actual cost of that physical space or item. Assigned value will be set relative to the desirability of the naming opportunity. That said, a named gift should represent a substantial part of the anticipated cost of the project. "Substantial" is deemed to mean a gift that either constitutes a significant amount of the anticipated cost or, while not constituting a significant majority, is central to the completion of the project;
- The project itself must be approved (independently of the name) in accordance with applicable policies, guidelines and criteria;

- Named physical spaces will be eligible for incorporation into HSN's wayfinding system. When a donor's name does not conform to wayfinding standards, an appropriate abbreviation will be developed in consultation with the donor; and
- In all cases of naming, HSN will retain full ownership/control over the asset/program in question.

(iii) Acceptability and Use of Names

The following guidelines shall be followed regarding the initial and continued acceptability and use of a name:

- No name shall be used that implies endorsement of a political or ideological position or of a commercial product (however, this shall not preclude the use of the name of an individual who has at one time held public office or the name of an individual or a company that manufactures or distributes commercial products);
- Notwithstanding any other provisions of this Policy or any agreement or gift, the HSN Board reserves the right to withdraw recognition and cease the use of a name if the Board, in consultation with the Foundations, determine:
 - Use of the name could negatively affect the public perception or reputation of HSN or the Foundations; or
 - It is in the best interests of the Foundations or HSN to do so.

(iv) Duration of Naming Rights

The name of a facility will continue for as long as the facility remains in use and serves its original function. When the facility must be demolished, substantially renovated or rebuilt, HSN may, in consultation with the Foundations and the Naming and Compliance Committee, either retain the name, use the name for another comparable facility, or discontinue the use of the name altogether. Any changes made will be communicated to the donor by way of the Foundations.

The Foundations and HSN have the right to place time limits on the duration of any naming. This would be outlined in the donor agreement (i.e. 5 years, 10 years, etc.), in this case the gift agreement would need to be signed by HSN, the Foundation, and the donor.

A donor may request a change in a naming if, for example, a corporate donor has changed its name, or an individual donor has changed his or her name. The Foundation will request that the donor bear any associated expenses with the change, such as any change to signage.

(v) Delinquent or Unpaid Pledges

In the event that a donor can no longer honour the pledge payments as outlined in the gift agreement, the donor may be given the option to extend the payment schedule.

Should a donor fail to complete a pledge for greater than 12 months and recovery of the pledge does not appear possible, the naming or dedication signage may be removed, and the donor personally notified.

G. Naming Plaques

When a specific facility, program or service is named for, or at the direction of, a donor, a plaque may be installed, the location and size of which may vary according to the level of giving, as described in **ANNEX C**. The design of the plaque must be in keeping with the Foundations' donor naming display recognition program as described in Section F (ii).

H. Naming and Compliance Committee

The Naming and Compliance Committee will be chaired by the President and Chief Development Officer, and will also include another HSN Senior Leadership Committee member appointed by the President and CEO of HSN and one staff representative from each of the Foundations and shall be delegated the responsibility for:

- i. Reviewing all matters in connection with the location, size, design, wording and mounting of plaques;
- ii. Endorsing naming proposals for recommendation to the Foundation Board for its further recommendation to the Executive Committee of the HSN Board. The HSN Board has final authority on naming;
- iii. Ensuring that all plaques relate to receipted gifts and signed pledges and have been approved in advance in accordance with this Policy;
- iv. Upon request of the HSN Board, considering and providing recommendation on potential withdrawal of naming rights;
- v. Making recommendations on exceptions to the Policy;
- vi. Making recommendations for the removal of any plaque or sign that is installed in contravention of any provision of this policy.

Every naming proposal must be forwarded to the Naming and Compliance Committee that shall determine if the proposal conforms to this Policy, is of sufficient merit and is otherwise appropriate.

The Naming and Compliance Committee will undertake the required due diligence procedures before naming rights can be endorsed and advanced for consideration. The due diligence procedures shall consist of:

- i. A review of pre-existing naming rights or commitments to ensure no conflict exists;
- ii. Consideration of any required or advisable stakeholder approvals in connection with the proposed naming right;
- iii. Consideration of legal or reputational risks associated with the proposed naming right;
- iv. The proposed gift and naming rights are consistent with institutional and legislated regulations and guidelines;
- v. The donor's intent and direction is consistent with institutional objectives and priorities;
- vi. The donor's intent and direction is clearly understood and documented;
- vii. The gift does not expose the Foundations or HSN to a potentially significant liability;
- viii. That if precedent-setting or sensitive issues are present, they are assessed by the appropriate institutional authorities.

If the naming relates to a single division or department of HSN, a representative of the Naming and Compliance Committee, in a timely manner, will consult with the division or department head as to the proposed naming opportunity

The Foundations shall request that a meeting of the Naming and Compliance Committee be convened, in order for committee members to review the proposed naming opportunity and enable each member to provide his or her comments on the proposal to the Foundations.

If a majority of members of the Naming and Compliance Committee have an objection to the proposal, the Committee shall report the objection to the CEO of HSN.

I. Other Forms of Stewardship

Donors at all levels can expect an acknowledgement and a charitable tax receipt (where allowable by CRA), but giving at higher levels will entitle them to added advantages such as those outlined below. Consent of the donor shall be obtained in all instances. Please refer to **ANNEX A**.

J. Policy Review

This Policy will be reviewed at least every three (3) years by the HSN Governance and Nominating Committee, in accordance with the Board's policy review work plan.

K. Adoption of Policy by Foundations

Each of the Foundations shall adopt this HSN Donor Recognition and Naming Policy in order to offer recognition and naming rights in respect of HSN's assets.

HSNF Board Approval: May 24, 2017 of September 13, 2016 version

NCF Board Approval: September 22, 2017 of September 13, 2016 version

NKF Board Approval: September 13, 2017 of September 13, 2016 version

Annex A: Gift Recognition Matrix Grid

	\$1,000,000 or more	\$500,000 -\$999,999	\$250,000 -\$499,999	\$100,000 -\$249,999	\$50,000 -\$99,999	\$25,000 -\$49,999	\$5,000- \$24,999	\$2,500 -\$4,999
Gift Recognition Event (Private) <i>Dinner with VIPs</i> <i>Dedication Ceremony</i>	√							
Gift Recognition Advertisement <i>Recognition in Campaign Ad, Press release</i> <i>Photo of Cheque Presentation</i>	√	√						
Gift Recognition Event (Private) <i>Cocktail/Lunch/ Reception with VIPs</i> <i>Dedication Ceremony</i>		√	√					
Gift Recognition Event (Public)	√	√	√	√	√			
Detailed Profile in Publications	√	√	√					
Cheque Presentation / Media Opportunity <i>Press release</i>	√	√	√	√	√			
Private Hospital or Lab Tour	√	√	√	√	√			
Thank You Letter from Beneficiary (Endowment Fund)	√	√	√	√	√	√		
Gift Acknowledgement from HSN CEO and HSN Chair	√	√	√	√	√	√	√	
Gift Acknowledgement from Relevant Foundation Chair	√	√	√	√	√	√	√	√
Gift Acknowledgement from Campaign Chair	√	√	√	√	√	√	√	√
Special Invitations	√	√	√	√	√	√	√	
Name on Donor Wall	√	√	√	√	√	√	√	
Name on In Memorium Wall								√
Personal Phone Call	√	√	√	√	√	√	√	√
Campaign Updates, Newsletters, Reports	√	√	√	√	√	√	√	√
Invitation to Special Events (geared to this category)						√	√	√

Annex B: Named Endowments, Scholarships and Funds

LEVEL OF GIFT	ENDOWMENTS, SCHOLARSHIPS AND FUNDS	
\$2.5 million +	Endowed Chair	Creates a top leadership post at HSN / HSNRI
\$1 million - \$2,499,999	Endowed Distinguished Clinician / Scientist Awards	Brings important thinkers to HSN / HSNRI
\$500,000 - \$999,000	Research Fund	Pays for research staff, supplies and/or expenses
	Teaching Fund	Supports work on new teaching methods and studies of learning
\$250,000 - \$499,999	Equipment Fund	Buys, installs and upgrades equipment, hardware and software
\$100,000 - \$249,999	Lecture Series Fund	Invites authoritative speakers to HSN
\$25,000 - \$99,999	Named Endowment Fund	Establishes a permanent fund for a purpose important to the donor. Can be designated or undesignated.

Annex C: Named Facilities, Equipment, Programs and Services

Level of Gift	Facility, Program, Equipment, Technology, Service	Location of Sign / Plaque	Size of Sign / Plaque
\$10,000,000 +	Research Institute, Cancer Centre, NEO Kids	Outdoor / Indoor	
\$7,500,000 - \$9,999,999	Towers	Outdoor / Indoor	Determined on an individual basis
\$5,000,000 - \$7,500,000	Learners Centre, Wings, Atriums, Lobbies	Outdoor / Indoor	Determined on an individual basis
\$2,500,000 - \$4,999,999	Simulation Laboratory / Program / Service / Equipment / Technology/Departments	Indoor: <i>At door entrance</i>	Determined on an individual basis
\$1,000,000 - \$2,499,999	Program / Service	Indoor: <i>At door entrance</i>	Determined on an individual basis
\$500,000 - \$999,999	Clinics / Units, Equipment / Technology, Education Centre Information / Reception / Waiting Areas, Multi-Use Core Research, Chapel, Conference Room (Large), Patient Education Centres, Resource Library, Treatment Room, Waiting Areas	Indoor: <i>Typically in waiting room or near the perceived entrance of a multi-use area</i>	17.5" x 28"
\$250,000 - \$499,999	Larger Classrooms, Conference / Meeting Rooms, Counselling / Consultation Rooms, Equipment / Technology Laboratories (Medical / Computer), Lounges (Nurses / Physicians / Staff), Nursing Stations, Quiet Rooms, Reception / Waiting Areas, Ultrasound Rooms	Indoor: <i>Typically near a large area or room (e.g. communication station, large resource room</i>	15" x 24"
\$100,000 - \$249,999	Smaller Classrooms, Conference / Meeting Rooms, Consultation Rooms, Exam Rooms, Equipment / Technology Laboratories, Lounges, Medical Education Training Rooms, Office Suites, Suture Rooms, Waiting Areas, Patient Rooms, Playrooms	Indoor: <i>Typically next to the room or on a door</i>	12.5" x 20"
\$50,000 - \$99,999	Patient Rooms, Equipment / Technology	Indoor: <i>in the area</i>	10" x 16"

Note: Only buildings or substantial parts of buildings (i.e. wings, rooms, work areas, auditoriums, lounges, laboratories, libraries, etc.), equipment or other discrete and functional parts of physical facilities should be considered naming opportunities. Places such as alcoves, corners and nursing stations should not.