PROCEDURE FOR POLICY 1.44 - Naming Approval Recognizing Gifts and Grants

Governing Policy: Policy 1.44 - Namings

Sections: Overview; Definitions; Scope; Procedure

Responsible Officer: Vice-President (Western Advancement)

Responsible Office: Western Advancement

Effective Date: June 26, 2025

Supersedes: (New)

OVERVIEW

The purpose of this Procedure is to provide clear instruction on how to obtain approval for Namings recognizing Gifts and Grants that comply with this policy.

DEFINITIONS

The defined terms in this Procedure have the same meaning as in Policy 1.44 - Namings.

SCOPE

This Procedure applies to the authority to approve a Name recognizing Gifts or Grants to which the Policy applies. This includes:

- Namings recognizing Gifts or Grants of less than $1 million.
- Namings recognizing Gifts or Grants of $1 million or more but less than $10 million.
- Namings recognizing Gifts or Grants of $10 million or more.

PROCEDURE

1. All Approvals

1.1 Naming recommendations recognizing Gifts or Grants may originate from any member of the University community.

1.2 It is the responsibility of individuals discussing Gifts and Grants with potential donors to advise them that their Gift or Grant does not automatically include Naming recognition. Naming recognition is not approved by way of signature on an Agreement.

1.3 No person or unit within the University may give a Name to a University Asset unless the Naming has been approved in accordance with the Policy and this Procedure.

1.4 Individuals contemplating or recommending a Naming opportunity to recognize financial support shall consult first with a Director of Development and then with Donor Experience in Western Advancement for information and advice.

1.5 If a Naming proposal is to proceed, a written description of the proposed Naming is submitted to Donor Experience in Western Advancement.

1.6 For any Naming, the individual discussing the Gift or Grant with potential donors is responsible for obtaining support for the Naming from the Donor when possible, or if deceased, members of the Donor's family. This can be in the form of a draft Agreement.

1.7 If a Naming has a limited term, the University can give the Donor the first opportunity to make an additional Gift or Grant to renew the Naming for another limited term.

1.8 Changes to Namings must proceed through the same process as a new Naming.

1.9 A University Asset will only be available for re-Naming after the removal or expiry of a Naming, if the Board or its delegates support the University Asset be Named again.

1.10 Donor Experience in Western Advancement will provide a process for follow-up on past Namings to ensure the University Asset is still being utilized.

2. Due Diligence

2.1 Western Advancement will conduct due diligence to reasonably assure the Board or its delegate(s) that any Entity to be recognized through a Naming is of sound reputation and that the proposed Name complies with the Policy. This occurs before the Vice-President (Western Advancement) reviews and endorses the Naming.

2.2 Due diligence is formally documented through a reputational risk assessment upon request and for Namings of academic positions or in recognition of a Gift or Grant of $1 million or more.

2.3 The risk assessment will be reviewed and approved by the following:

- Executive Director, Donor Experience
- Faculty Dean, for faculty designations
- Vice-President (Western Advancement)
- Provost and Vice-President (Academic), for academic positions
- Vice-President (Research), for research designations

2.4 Donor Experience in Western Advancement will maintain the records of the final risk assessment.

3. Approval of Namings in Recognition of Gifts and Grants of Less Than $1 million

3.1 The Vice-President (Western Advancement) reviews and approves the Naming of all University Assets in recognition of Gifts and Grants of less than $1 million, as delegated by the Board. This review and approval can only occur once the University Asset itself has been approved through appropriate governing structures.

3.2 A written description of the proposed Naming for Tangible and Intangible Assets is forwarded to the Vice-President (Western Advancement) by Donor Experience in Western Advancement. This can be in the form of a draft Agreement.

3.3 The Vice-President (Western Advancement) will review the proposed Naming and can seek additional input, information, or advice about the Naming if required, including but not limited to a risk assessment.

3.4 The authority to approve the Naming rests with the Vice-President (Western Advancement) who will provide written approval of the Naming by way of signature on the Agreement. This will act as the official record of approval for the Naming.

3.5 A list of Namings approved by the Vice-President (Western Advancement) will be submitted to the Fundraising and Donor Relations Committee (FDRC) at their next scheduled meeting for information.

3.6 A list of Namings approved by the Vice-President (Western Advancement) will be submitted to the Board, through the FDRC at their next scheduled meeting, for information and will act as the official record of the Naming.

4. Approval of Namings in Recognition of Gifts and Grants of $1 million or more but less than $10 million

4.1 The FDRC reviews and approves the Naming of all University Assets in recognition of Gifts and Grants of $1 million or more but less than $10

million, as delegated by the Board. This review and approval can only occur once the University Asset itself has been approved through appropriate governing structures.

4.2 A written description of the proposed Naming for Tangible and Intangible Assets is forwarded to the Vice-President (Western Advancement) by Donor Experience in Western Advancement. This can be in the form of a draft Agreement.

4.3 The Vice-President (Western Advancement) will review and bring forward recommendations to the President for endorsement for Namings recognizing Gifts and Grants greater than $1 million, prior to an Agreement being approved or signed.

4.4 The Vice-President (Western Advancement) endorses the Naming by way of signature on the Gift or Grant Agreement. This signature does not act as the official record of approval for this level of recognition as the Naming will be conditional on the approval of FDRC.

4.5 The FDRC will review the Naming recommendation. The Authority to approve the Naming rests with the FDRC and the decision recorded in the minutes of the meeting. This will act as the official record of decision on the Naming.

4.6 A list of Namings approved by FDRC will be submitted to the Board, through the FDRC, at their next scheduled meeting for information and as the official record of the Naming.

5. Approval of Namings in Recognition of Gifts and Grants of $10 million or more.

5.1 The Board reviews and approves the Naming of all University Assets in recognition of Gifts and Grants of $10 million or more.

5.2 A written description of the proposed Naming for Tangible and Intangible Assets is forwarded to the VP (Western Advancement) by Donor Experience in Western Advancement. This can be in the form of a draft Agreement.

5.3 The Vice-President (Western Advancement) will review and bring forward recommendations to the President for endorsement for Namings recognizing Gifts and Grants greater than $10 million, prior to an Agreement being approved or signed.

5.4 The Vice-President (Western Advancement) will endorse the Naming by way of signature on the Agreement. This signature does not act as the official record of approval for this level of recognition as the Naming will be conditional on approval by the Board of Governors.

5.5 The FDRC will review the proposed Naming. The FDRC recommends the Naming to the Board. Naming recommendations are included in the next scheduled Board meeting.

5.6 The Board will review the Naming recommendation from FDRC. The Authority to approve the Naming rests with the Board and the decision recorded in the minutes of the meeting. This will act as the official record of decision and record of the Naming.

6. Public Announcements and Physical Signage

6.1 All physical signage, including named space signage, must be reviewed and approved by Donor Experience in Western Advancement before it is erected.

6.2 Western Advancement will track pledge commitments and payments to ensure public announcements and physical signage are not erected until the minimum pledge threshold is met (20%).

Last Reviewed: June 2025