



Philanthropic Naming, Recognition and Signage

Purpose

This policy has been created to ensure that those who support Guelph Public Library (herein 'GPL') receive recognition that is appropriate, equitable and consistent. The intention of the Naming, Recognition and Signage Policy (the "Policy") is to ensure donors are recognized for their contributions, encouraging future giving and long-term relationships. Its purpose is also to help provide guidance to the Development staff in offering recognition to donors.

This Policy applies to new or existing programs and services, and GPL assets including projects, facilities, buildings, rooms, equipment, improvements, exterior grounds, landscaping or any other property of GPL.

In naming GPL assets, GPL welcomes the opportunity to recognize individuals, businesses, organizations and others whose generous gifts make possible the construction of physical or virtual assets of significant benefit to GPL.

All naming in recognition of contributions from donors shall be consistent with GPL's mission, ethics and values and shall not compromise or reflect negatively on GPL's public image or be likely to result in a negative public perception about the asset.

All naming recognition opportunities and agreements shall be established in a manner that ensures access and fairness. A naming opportunity approved in recognition of a financial or in-kind contribution or combination, carries no rights, and may be granted or revoked at any time.

Scope

This Policy sets out parameters and guidelines for the naming of GPL assets in recognition of financial or in-kind contributions from individuals, organizations, businesses and other donors.

Gifts in support of sponsorship opportunities will be considered a direct exchange between the donor and GPL for pure marketing value only, and as such are not eligible for naming opportunities.

The GPL Board of Directors reserves the right to name an asset for an individual, organization, business and other donors for extraordinary and distinguished contributions to GPL.

1 Authority

- 1.1 GPL Chief Executive Officer or designate, in collaboration with Development staff, is responsible for reviewing the documentation supporting the amount needed, the funds received and/or financial information deemed necessary to approve naming opportunities up to \$500,000.
- 1.2 GPL's Board of Directors is responsible for reviewing the documentation supporting the amount needed, the funds received and/or financial information deemed necessary to approve naming opportunities of \$500,000 or greater. GPL Board of Directors exercises the sole approval authority for naming opportunities at this level and greater.

2 General Policy

- 2.1 Naming opportunities are considered for substantive gifts based on the gift amount, area or project funded, naming opportunities available, and other factors. GPL and in consultation with the donor as appropriate, reserves the right to decide on the nature of physical displays which may accompany named recognition.
- 2.2 Naming that implies GPL's endorsement of a partisan political or ideological position or of a commercial product will not be offered or endorsed. This does not preclude naming with the name of an individual or company that manufacturers or distributes commercial products.
- 2.3 GPL shall ensure that any and all established financial criteria are met and that a gift agreement is in place prior to the public announcement of a naming opportunity. Payment of at least 20% of the pledged gift amount must be received by GPL prior to any public announcement of a gift and associated naming.
- 2.4 Payment of 40% of the total pledged gift amount must be received by GPL prior to the installation of any naming signage, unless otherwise agreed.

- 2.5 In the event that the focus of GPL priorities as intended in the gift agreement change, and it becomes impossible, inadvisable or impracticable to use the gift and/or space named for the donor for the purposes set out in the gift agreement, GPL shall, in consultation with the donor, suggest use of the gift and/or space named for the donor to the best advantage of GPL for other purposes consonant with the spirit and intent of the donor's gift.
- 2.6 GPL is pleased to offer donors naming rights of an asset(s) up to a maximum of twenty-five (25) years from time of signing the gift agreement. Refer to Schedule A.
- 2.7 GPL reserves the right to demolish, retrofit, add to or maintain the named area as GPL property and programming needs evolve. In that event, GPL will undertake to represent the donor in other appropriate venues on site. Consistent with Canada Revenue Agency regulations for charitable giving, naming is not purchased or a right for special access to services of GPL.

3 Procedure

- 3.1 Naming opportunity properties will be held according to the following timelines:
 - a. Donors in "solicitation" who are considering a gift and corresponding naming opportunities: properties to be held for three (3) to six (6) months.
 - b. Donors in "verbal/stewardship" who have made a gift and are considering a corresponding naming opportunity: properties to be held for thirty (30) days.
 - c. Higher sensitivity will be given for "hold times" for naming opportunity properties held for donors making a gift of \$500,000 or more, with final approval given by the GPL CEO.
- 3.2 Each secured naming opportunity will include:
 - a. Signed pledge form with identified pledge payment amount and pledge period
 - b. Naming opportunity proposal
 - c. Signed gift agreement
 - d. Signed addendum (donor to sign final floor plans as available)
 - e. Naming opportunities of \$10,000 and above are based on date of signed pledge form date only and identified naming opportunities are held on a first come, first serve basis.

3.3 GPL shall keep a permanent record of all approved naming opportunities.

4 Guidelines

- 4.1 In all circumstances, wayfinding for the general public, clients, and family members will take precedent and priority over determining donor recognition opportunities.
- 4.2 Donor recognition elements to be determined using "Schedule A: Philanthropic Naming, Recognition and Signage Guidelines".
- 4.3 Asset recognition opportunities are available for gifts of a minimum of \$10,000. Forty per cent (40%) of the total gift must be received prior to any asset being physically named (unless otherwise agreed to in donor gift agreement).
- 4.4 From time to time, renovations, expansion, relocation of rooms, technology or other changes/requirements may impact donor named facilities. GPL will honour both the spirit and legal obligations as agreed in donor gift agreements, when taking any proposed actions as a consequence. GPL staff will use the principles of fairness in negotiating any new agreements.
- 4.5 Named recognition is not intended to form part of GPL documents, i.e., naming of a clinic will not result in a change in letterhead, invoices etc.
- 4.6 Recognition will only include donor names. Corporate logos are not permitted to be used in signage and/or recognition for the physical named space.
- 4.7 Recognition will be destination-based, and not included in on-site wayfinding.

5 Amendments

- 5.1 The GPL Board of Directors shall review this Policy annually and consider whether any amendments may be appropriate.
- 5.2 This Policy may be amended at any time by resolution of the GPL Board of Directors.

6 Revocation

Named Recognition may be revoked, if in the opinion of GPL's Board, circumstances respecting a recognized individual, organization or corporation contradict the mission, ethics and values of GPL.