



Policy 4 – Naming Opportunities & Donor Recognition

1. Purpose

- 1.1 The Foundation considers the naming of any facilities, in honor of an individual, corporation, foundation or organization, to be one of the highest distinctions it can offer.
- 1.2 The following policy applies to all naming opportunities whether it applies to dedications in recognition of donation or significant area naming.
- 1.3 Donor recognition is maintained for agreed lengths of time and set by the Board through this policy.

2. Definitions

- 2.1 *“Capital Projects – New Facility or Component”* means a new, independent structure or space (e.g. Indigenous Wellness Center). The gift amount is total construction cost and endowment for operation for a minimum period to be negotiated between the donor and the Foundation.
- 2.2 *“Capital Projects - Existing Facility or Component”* means an existing structure or space (e.g. Obstetrics or the Pediatrics Play Area). The gift amount varies based on area square footage which is equal to at least one half of the space based on total construction cost.
- 2.3 *“Capital Projects – Beautification Items”* means various items used for the beautification of the facility (e.g. benches, bricks, artwork, trees, landscaping areas, etc.). Gift amount varies but will cover the full value of the dedication item cost. All artwork or landscaping naming or gifts must be requested by Stanton Territorial Hospital Authority.
- 2.4 *“Physical Space”* may include but is not limited to wings of buildings, atria, prominent outdoor spaces, clinics, laboratories, patient rooms, lounges, administrative rooms or spaces, or any other major component of a building.
- 2.5 *“Projects – Equipment Upgrades or Room-use Upgrades”* means various projects undertaken by the Foundation at the request of the Stanton Territorial Hospital Authority to enhance patient care which is supported by future ongoing funding (e.g. Digital Mammography Machine). The gift amount varies but must cover the full cost of the equipment requested and training or operations as required.



3. Overall Guidelines

- 3.1 Stanton Territorial Hospital CEO and Stanton Territorial Health Authority representative will have the opportunity to review naming or dedication applications. Further, the Board recognizes that the Stanton Territorial Hospital Authority reserves the right to dedicate or name areas in recognition of service.
- 3.2 The naming opportunity title is at the donor's request with approval from the Foundation's Board Chair.
- 3.3 Naming opportunity recognitions will not replace the donor's recognition on the Stanton Territorial Hospital donor wall or other recognition offered per this policy.
- 3.4 In the instance of corporate or organizational naming or dedication, additional due diligence will be taken to avoid any appearance of commercial influence or conflict of interest. In addition, signage will not include their corporate logo or other branding components.
- 3.5 Publicity and recognition of donors and donations will comply with both the Stanton Territorial Hospital and Foundation policies.
- 3.6 Naming is permanent so long as the structure and service remains; dedications are for the length agreed when plaques installed. The name or plaque is not transferred to any successor structures except at the discretion of the Stanton Territorial Hospital CEO and/or Board of the Foundation or its successors.
- 3.7 In cases where the donor name changes, the recognition will remain in the original donor's name. Changes would be considered at the request of the donor on a one-to-one basis and any cost incurred to make a change will be the responsibility of the donor.
- 3.8 All gifts must be secured prior to the announcement of the naming or recognition.
- 3.9 If a donor fails to fulfill their pledged commitment, recognition may be revoked.
- 3.10 Naming or dedications honoring an individual or business that becomes convicted of a felony or has extensive negative publicity will be reviewed by the Board for review and possible vote to revoke the naming.



4. Naming Process

- 4.1 When the desire for a naming is apparent and/or it appears that a contribution to benefit the Foundation will result in a naming request for a donor, the Board Chair must be notified and provided with a profile of the donor, the area of interest along with any proposed stipulations, and information about how the contribution will be paid.
- 4.2 After review by the Board, the information will be forwarded to the Stanton Territorial Hospital CEO for their consideration. Where advisable, the Stanton Territorial Hospital CEO will provide the information to the Government of Northwest Territories Corporate Communications for additional promotion.
- 4.3 In order to assure organization wide coordination of any naming ceremonies, such events will be planned between the Stanton Territorial Hospital and Foundation.

5. Identified Opportunities

- 5.1 Areas for potential naming consideration: Pediatrics, Obstetrics, and Emergency.
- 5.2 Areas for potential dedication consideration: Chemotherapy Treatment Suites, Dialysis Treatment Suites, Pediatrics Play Area, Waiting Areas and external beautification items.
- 5.3 Areas for potential future capital and operating investment: Indigenous Wellness Centre, and Diagnostic including an MRI.
- 5.4 All other areas and rooms at Stanton Territorial Hospital that are identified for naming opportunities or dedications, fall under this policy.

6. Dedication Process

- 6.1 When it appears that a contribution to benefit the Foundation will result in a dedication request for a donor to have a physical space acknowledging their donation, the Executive Director will discuss the appropriate length of time and plaque placement and provide this with recommendations to the Board.
- 6.2 After review by the Board, the dedication application will be forwarded to the Stanton Territorial Hospital CEO for their consideration.
- 6.3 Ceremonial recognition event will be jointly planned between the Stanton Territorial Hospital and Foundation.



7. Signage

- 7.1 All signage to be affixed on or adjacent to any, building, facility or interior space will meet required infection control standards and follow any signage policies of the Stanton Territorial Hospital.
- 7.2 Signage will be erected to follow any process required by the facility management.
- 7.3 All signage will be consistent with existing facilities plans and design criteria.
- 7.4 No signage will be approved or erected that is in violation of any health protocol, hospital regulation or counter to Stanton Territorial Hospital's standard of operations.

8. Removal

- 8.1 From time to time, situations may occur that warrant the removal of a name or dedication plaque from a building or other place within the Stanton Territorial Hospital. Authority and responsibility to remove a name lies with the Board when appropriate.
- 8.2 Circumstances may dictate that the parameters under which a place name was bestowed have changed to the extent that consideration must be given to removing the name. These circumstances may include, but are not limited to the following circumstances:
 - a. The honoree does not follow through on a financial commitment;
 - b. The honoree, person or entity, engages in conduct that constitutes an act of moral turpitude; or for other appropriate reasons;
 - c. The area no longer serves the original dedication purpose; or
 - d. Services provided have changed to no longer meet the original intended financial commitment.
- 8.3 The Foundation will judge each naming removal situation individually based on the individual situation. No decision will be made without taking into account all of the facts and circumstances that are relevant to the decision. The Executive Director will endeavor to ensure that the removal of a name is consistent with the interests of Stanton Territorial Hospital.
- 8.4 The Foundation makes no assurances that a naming will remain beyond the useful life of the facility.



9. Procedures for the Removal

- 9.1 At the end of a planned name cycle donors will be given all opportunity to continue with a funding support option. Retired plaques will be placed in a designated legacy wall area within the facility.
- 9.2 When it becomes apparent that there may be a reason to consider the removal of a name, the Board Chair will be supplied with the original naming history and important circumstances surrounding the removal recommendation. In this circumstance, the Executive Director presents the naming history to the Board Chair who will make a determination as to whether a name will be removed. If the naming was within the Board Chair's delegated authority, their ruling is final. If the naming is outside the Board Chair's delegated authority and the Executive Director recommends the name removal, then the Board Chair will submit the recommendation for the removal of the name or plaque to the Stanton Territorial Hospital CEO.
- 9.3 The removal of a name or plaque from a room or other interior space(s) of a facility may be approved by the CEO (upon the recommendation of the Foundation), through approved process of facility management.

10. Classification

- 10.1 Donors and sponsors will be classified according to the amount of the donation, using the following chart:

Donor Level		Term	Specifics of Level
General Donor	\$500-\$4,999	1 year	Once a year names will be published.
Bronze	\$5,000-\$19,999	3 years	Name on donor wall for duration of term. Media recognition by a formal announcement by the Foundation.
Silver	\$20,000-\$49,999	5 years	Name on donor wall for duration of term. Media recognition by a formal announcement by the Foundation.
Gold	\$50,000-\$99,999	10 years	Name on donor wall for duration of term. Media recognition by a formal announcement by the Foundation.
Diamond	\$100,000-\$249,999	20 years	Name on donor wall for duration of term. Individual media recognition by way of a formal announcement by the Foundation.



Aurora	\$250,000+	30 years	Name on donor wall for duration of term. Individual media recognition by way of a formal announcement by the Foundation.
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10.2 If a donation is received after the designated term has ended, the donation will be considered a single donation and will be classified under its respective level.

11. Donor Wall

11.1 All donors of five thousand (\$5,000.00) dollars or more will be displayed on the Donor Wall.

11.2 A recognition event will be offered to all Donors for their inclusion on the Donor Wall.

11.3 When a Donor reaches a new level of donation classification level at the annual evaluation, the Donor Wall will be updated to reflect this.

11.4 Recognition events for inclusion on the Donor Wall may be for one Donor or a group of Donors.

11.5 For a donation of one hundred thousand (\$100,000.00) dollars or more, the donor will be offered an individual event. It will take place at the wall and will be hosted by the Foundation.

11.6 Donors will not be recognized until they have followed through and completed their donation. Every opportunity and assistance will be given to them to fulfill their commitment. If this is not successful, recognition will be provided to the level achieved.

11.7 The annual update for donor recognition will be done in the final quarter of the financial year.

11.8 A donor may request to remain anonymous and will not be recognized on the Donor Wall.

12. Donor Name Listing Guidelines

12.1 Consistent font, letter case and colours are to follow branding guidelines and maintain brand integrity within the facility. Naming of areas is standardized, as is donor wall



listings; listing on the wall may not match the area naming. The intent of the guidelines is to be inclusive and where there is any question, common sense will prevail.

- 12.2 Giving levels are broadly listed on donor wall groupings.
- 12.3 Named areas that include a commemoration plaque can include donor dollar value.
- 12.4 Equipment sponsorship will not include a donor dollar value.
- 12.5 Maximum number of characters per listing for donor wall listings is 29.
- 12.6 Maximum number of characters per plaque is defined by plaque wall space size.
- 12.7 Donor names will be listed by alphabetical sort by the first letter of the company name.
- 12.8 Donors will be listed with no use of prefix for example; John and Jane Andrews not Mr and Mrs John Andrews, with the common format of man's name first, and then the woman's name.
- 12.9 Use of Dr rather than M.D. such as Dr John and Julie Andrews or John and Dr Julie Andrews.
- 12.10 Where listing a couple with different last names or there are two names, the 'prime' donor will be listed first. Where there is no 'prime' donor, the names will fall alphabetically by last name such as John Andrews and Jane Smith.
- 12.11 Use of 'and ' as opposed to '&', except where indicating extended family members such as John and Julia Andrews & Tom, Jake, Amilie Jones or John and Julie Andrews & Family.
- 12.12 No space between initials e.g. J.A. rather than J. A.
- 12.13 When listing Memoriam or In Honour listings, the preference is 'In Memory of John Andrews', 'In Loving Memory of Julie Andrews' or 'Estate of John Andrews' dependent on the maximum number of characters allowable. Options are limited by space and consistency.

13. Periodic Review of Naming Policy

- 13.1 This Code was last reviewed by the Board on April 15, 2019.



- 13.2 The Board will review this policy every twenty four (24) months in order to assure that it continues to be in compliance with the guidelines and benefit of Stanton Territorial Hospital.