

Category:
Subject:
Issued By:
Approved By:
Rescinded Policies:
Harmonized:

Foundation
Naming Policy
President & CEO, SHN Foundation
Board of Directors
SHNF Naming Policy
 Yes No

Policy Number:
Date:
Revision Date (s):
Page

SHN-FOUND-001

Page 1 of 5

NOTE: A PRINTED COPY OF THIS DOCUMENT MAY NOT REFLECT THE CURRENT, ELECTRONIC VERSION ON SHN INTRANET. ANY COPIES APPEARING IN PAPER FORM SHOULD ALWAYS BE CHECKED AGAINST THE ELECTRONIC VERSION PRIOR TO USE.

PURPOSE:

- Scarborough Health Network (SHN) and Scarborough Health Network Foundation (SHNF) welcome the opportunity to honour individuals and organizations whose generous philanthropy makes possible the construction or restoration of buildings and spaces, the acquisition of equipment, and the development of innovative partnerships and programs to serve the Scarborough community better and advance the mission and vision of Scarborough Health Network ("the Hospital") and Scarborough Health Network Foundation ("the Foundation").
- This Policy sets out the authority and procedures for naming Hospital assets to recognize financial contributions from individuals, businesses, organizations, etc.
- This Policy will ensure that naming recognition decisions are made coherently and consistently and according to the Hospital's and Foundation's mission and objectives.
- This Policy establishes the processes and criteria for:
 - Approval authority and process for granting a naming;
 - Duration of a naming opportunity;
 - Revocation of a naming;
 - Ensures that the rationale for naming decisions can be clearly articulated.
- Hospital assets for naming include both tangible and intangible assets.
 - Tangible Assets shall be defined as, but not limited to, sites, campuses, external and internal whole or parts of buildings, including wings, rooms, laboratories, hallways, auditoriums, staff/physician lounges, lobbies, and waiting rooms.
 - Intangible SHN assets may include opportunities such as but are not limited to; departments, clinical programs, lectures, clinics, units, Chairs, named positions, research institutes, endowments, and other named funds.
 - This Policy and procedures have been developed to ensure that donors receive appropriate, equitable, and consistent recognition within and between gift levels.
- This Policy is based on the fundamental premises that:
 - The Hospital and the Foundation retain the sole right to name, rename or change a name, or withdraw naming rights of any asset owned or operated by SHN.
 - The Hospital and the Foundation have the authority to honour a benefactor in good standing and character for a significant philanthropic commitment to SHN.
 - Naming opportunities hold no commercial value.

POLICY STATEMENT:

- This Policy defines that a naming opportunity for a tangible or intangible asset may be granted to a donor to recognize a significant philanthropic donation of \$1 million or greater.
- Once a naming opportunity is bestowed, the named asset will be formally recognized with the donor's name for the recognition term, and the donor's name will be prominently displayed. It may be included in all references to the asset.
- Corporate naming of programs (for example, Eli Lily Diabetes Department) shall be considered carefully to avoid patient confusion over undue influence in the design and execution of programs.

Category: Foundation
Subject: Naming Policy
Issued By: President & CEO, SHN Foundation
Approved By: Board of Directors
Rescinded Policies: SHNF Naming Policy
Harmonized: Yes No

Policy Number: SHN-FOUND-001
Date:
Revision Date (s):
Page Page 2 of 5

NOTE: A PRINTED COPY OF THIS DOCUMENT MAY NOT REFLECT THE CURRENT, ELECTRONIC VERSION ON SHN INTRANET. ANY COPIES APPEARING IN PAPER FORM SHOULD ALWAYS BE CHECKED AGAINST THE ELECTRONIC VERSION PRIOR TO USE.

- For endowment funds, naming shall be considered for gifts of \$100,000 or above. See the Foundation's Endowment Fund Policy for more information.
- Valuation of naming opportunities is based on the consideration of multiple factors and is not defined by a set formula. These factors will be considered by the Foundation's Senior Leadership when determining the appropriate value at which to name an asset and offer an opportunity to a donor.
- Naming signage may be installed upon receiving 20% of a pledge and receipt of a signed gift agreement by the Foundation.
- Naming privileges do not entitle the donor to control any construction details, furnishings of a facility, or interfere with the operation of a program, centre, unit, or clinic. The donor may be invited to participate in the planning dialogue, where appropriate.
- Realized charitable bequests shall be eligible for naming opportunities.
- Legacy expectations, where the gifts are irrevocable such as a charitable remainder trust, shall be eligible for naming opportunities on a case-by-case basis.
- A naming opportunity shall not be bestowed on any individual, group, or organization if:
 - It is likely to undermine or negatively impact the image, reputation, or public respect for the Hospital or the Foundation;
 - It involves products, services, or practices that are associated with unhealthy lifestyles (e.g., tobacco, alcohol, gambling) or violence;
 - It creates or is likely to lead to a conflict of interest;
 - It is considered inconsistent with the purpose or use of the Hospital's asset to be named;
 - It is likely to be perceived as controversial or divisive in the community the Hospital serves;
 - It is perceived to have an advertising intent.
 - However, this does not preclude naming opportunities for individuals who are/were associated with these services or products, provided the plaque wording is appropriate and does not imply any advertising intent or have any commercial value.
 - The naming implies endorsing a specific commercial product or a partisan political or ideological position.
 - However, this does not preclude naming opportunities for individuals who hold or at one time held public office or companies that manufacture or distribute commercial products.
- Commercial logos will not be incorporated into naming or other recognition signage. Product or brochure placement will not be approved.
- The Hospital and the Foundation reserve the right to decline gifts with naming requests that fall outside this Policy, cannot be reasonably met, infringe upon the rights of other donors, conflict with the mission and objectives of the Hospital and Foundation, or bring harm to the organizations' reputations.
- Honourary naming opportunities will not be considered unless a philanthropic gift is attached.
 - From time to time exceptional circumstances may arise where an individual has made exemplary contributions to the hospital and its community. In these instances a purely honourific naming be considered by the Foundation and Hospital executive leadership.
- Naming associated with a particular facility shall not preclude other naming opportunities within the same facility/program/functional area.
- Naming opportunities shall not contravene any agreements the Hospital may have with other parties, such as lease space agreements or landlord standards in off-site leased space.

Category:
Subject:
Issued By:
Approved By:
Rescinded Policies:
Harmonized:

Foundation
Naming Policy
President & CEO, SHN Foundation
Board of Directors
SHNF Naming Policy
 Yes No

Policy Number:
Date:
Revision Date (s):
Page

SHN-FOUND-001

Page 3 of 5

NOTE: A PRINTED COPY OF THIS DOCUMENT MAY NOT REFLECT THE CURRENT, ELECTRONIC VERSION ON SHN INTRANET. ANY COPIES APPEARING IN PAPER FORM SHOULD ALWAYS BE CHECKED AGAINST THE ELECTRONIC VERSION PRIOR TO USE.

Due Diligence:

- Due diligence will be undertaken to ensure prospects, and their business practices, are in alignment with the hospital's mission, vision, and values.
- The Foundation shall conduct an appropriate due diligence review to be reasonably assured that the person or organization honoured by the naming is of sound reputation and that the naming complies with this Policy.
- All namings will go through the appropriate approvals process, with the proper supporting documentation and endorsement.

Duration of Naming:

- No physical space shall be named in perpetuity.
 - Where such commitments have been made in historical agreements, those agreements shall be honoured as long as the physical space continues to exist and serves its original function.
 - Should a space named in perpetuity no longer exist, recognition may be granted to the donor in the form of inclusion on a historical/legacy donor wall or through a commemorative plaque in an appropriate location.
- All tangible and intangible assets named after the implementation of this Policy shall be for a maximum period of 20 years.
- Duration of the naming of hospital sites (currently consisting of Birchmount hospital, Centenary hospital and General Hospital) shall be for the life of the site or 50 years, whichever is longer.
- An existing donor, a family member, or a legal representative shall have the first right of opportunity to provide a new gift to continue to name the space upon expiration of the original naming period of 20 years or substantial redevelopment of the space.
- When naming is still in its term, and the asset requires replacement or substantial renovation, the Hospital may retain the name for that specific space or may choose to use it for another comparable room or facility. The donor, a family member, or a legal representative shall be engaged in the discussion where appropriate.
- Where a named facility or room is to be relocated within the same building or to a different building, provided that the new facility or room will serve the same original purpose, no recommendation or approval under this Policy is required to relocate the name. However, the donor, a family member, or a legal representative shall be consulted before relocation.
- When a naming opportunity is still within its term and capital redevelopment occurs, the Foundation shall provide appropriate recognition of past philanthropy while honouring those whose more recent gifts are integral to the future mission of the Hospital.
 - Without limiting the ability of future SHN and SHNF Boards to act, such recognition may be in the form of a "historical donor wall" located in the re-developed area or another area within the Hospital that appropriately recognizes the importance and presence of historical donors.

Changes in and Revoking of Naming:

- Donors may wish to change the recognition name conferred. The Foundation will review such changes initiated by the donor.

Category:
Subject:
Issued By:
Approved By:
Rescinded Policies:
Harmonized:

Foundation
Naming Policy
President & CEO, SHN Foundation
Board of Directors
SHNF Naming Policy
 Yes No

Policy Number:
Date:
Revision Date (s):
Page

SHN-FOUND-001

Page 4 of 5

NOTE: A PRINTED COPY OF THIS DOCUMENT MAY NOT REFLECT THE CURRENT, ELECTRONIC VERSION ON SHN INTRANET. ANY COPIES APPEARING IN PAPER FORM SHOULD ALWAYS BE CHECKED AGAINST THE ELECTRONIC VERSION PRIOR TO USE.

- If a name change is requested by the donor and bears associated costs in signage and other materials replacement, the donor will bear the cost of the change.
- When the recognition name is changed, the term of the recognition period will not be altered.
- The Foundation reserves the right to remove, at its discretion, a named space if the donor's conduct is unbecoming and is detrimental or harmful to the reputation of the Hospital, its mission, or position in the community.
 - In these circumstances, the Foundation will not return any previously received financial contributions to the donor.
 - If the Foundation deems revoking of recognition to be in the best interest of the Hospital, the termination of a naming commitment will be approved by the Board of Directors.
- Should a donor be unwilling or unable to fulfill a pledge associated with a naming opportunity, the Foundation will consult with the donor to find alternative naming or other appropriate recognition opportunities to honour the portion of the gift fulfilled.
- If pledge payments are in arrears by more than two years, and the Foundation has exhausted all options to work with the donor to receive payment, suspension of recognition initiatives may occur until the pledge payments are resumed.
- If a pledge (or part of a pledge) is written off, recognition will be adjusted accordingly to recognize gifts that have been received.

Guidelines:

- Recognition offered for naming opportunities will be aligned with the Donor Recognition Policy and donor recognition framework and the Hospital's visual and signage standards.
- The Foundation will administer the implementation of philanthropic naming opportunities in collaboration with the donor, the program or the department where the naming shall occur, and the Hospital's Facilities Department.
- Named physical spaces will be recognized with signage that is graduated in size and visibility.
- The location of signage and its relationship to wayfinding will complement and not impede the efficacy in safely directing patients, visitors, staff, and physicians while demonstrating gratitude and offering appropriate visibility to delight the donor.
- Donor naming signage and other associated recognition will be based on the Foundations' donor recognition standards. They shall complement the space they are installed in and adhere to hospital signage standards.
- Plaque placement is dependent on the function of the room.
 - It must not interfere with any care or treatment equipment, risk of infection, pose a risk to patients, visitors, and staff or cause any difficulty with directional signage.
- External naming signage shall comply with the Hospital's visual identity standards and City of Toronto bylaws and would typically need to align with the unique architecture of that building.
- For transformational donations, any reflection of the naming in the Hospital's wayfinding system or on the letterhead of centres of excellence, programs, departments, or divisions, will be determined on a case-by-case basis.
- A secondary recognition plaque may accompany the naming signage to tell the donor's story.
- All public communication surrounding a naming, including changes or revocation, shall be handled jointly by the Hospital and the Foundation Communications Departments.

Category:
Subject:
Issued By:
Approved By:
Rescinded Policies:
Harmonized:

Foundation
Naming Policy
President & CEO, SHN Foundation
Board of Directors
SHNF Naming Policy
 Yes No

Policy Number:
Date:
Revision Date (s):
Page

SHN-FOUND-001

Page 5 of 5

NOTE: A PRINTED COPY OF THIS DOCUMENT MAY NOT REFLECT THE CURRENT, ELECTRONIC VERSION ON SHN INTRANET. ANY COPIES APPEARING IN PAPER FORM SHOULD ALWAYS BE CHECKED AGAINST THE ELECTRONIC VERSION PRIOR TO USE.

Authority and Approval:

- The Hospital delegates the function of managing the naming process to the Foundation:
 - The Foundation shall create and maintain a comprehensive list of potential tangible and intangible assets to be offered as naming opportunities to donors.
 - This list will be pre-approved by the Hospital and Foundation Board of Directors.
 - The inventory of naming opportunities will be updated by the Foundation annually, and newly identified opportunities will be brought forward to the Boards for pre-approval.
 - As the Foundation prepares to offer a unique naming opportunity to a donor, the Foundation President & CEO will submit the specific naming request to the Hospital President & CEO to ensure the donation is aligned with the Hospital's mission.
 - Each year, at fiscal year-end, the Foundation will report to the SHN and SHNF Boards on the naming opportunities conferred in that period.
- All proposals for named recognition falling outside of this Policy shall be reviewed on a case-by-case basis by the Foundation's executive team that consists of the President & CEO, Vice-President, Philanthropy, and Vice-President, Community Development to determine acceptability.
- All naming opportunities conferred must be documented in writing in a gift agreement.
 - Every gift agreement conferring a naming opportunity must be signed by the benefactor, the Foundation President & CEO, and the Hospital President & CEO (or designates).

REVIEWED BY:

- SHN Governance Committee: May 11, 2022
- SHNF Nomination and Governance Committee: May 18, 2022
- SHNF Executive Committee: May 24, 2022

APPROVED BY:

- SHN Board of Directors: June 9, 2022
- SHNF Board of Directors: June 28, 2022