

Policy Number:	1.6.2 Naming Policy
-----------------------	----------------------------

**Relevant Statutory /
Regulatory Linkages:**

Board Policy 1.6.1 Fundraising and Donations

King's University College Foundation Gift Acceptance Policy

King's University College Foundation Statement of
Investment Policies and Procedures (SIPP)

A. Policy Statement (Intent and Scope)

The naming of university programs, activities, or capital assets is a well-established custom at King's University College (King's). King's welcomes the opportunity to honour significant philanthropic gifts and/or distinguished service to King's, the Province of Ontario, to Canada, or internationally, by an individual or an organization as a reflection of its values and mission.

1. Several factors make it desirable to have a naming policy that guides the granting of named recognition at King's, including the need to:
 - a) provide a protocol for establishing permanent recognition to those who render outstanding benefaction and/or exemplary service to King's.
 - b) promote consistency in the tributes paid by King's to its supporters.
 - c) ensure appropriate utilization of the limited number of naming opportunities.
 - d) provide guidelines for those involved in discussions with donors and others on naming applications.

2. This policy guides the direction of granting named recognition for:
 - a) Endowed funds
 - b) Student awards, scholarships, and bursaries
 - c) Buildings, building spaces and areas, and other capital assets
 - d) Academic positions
 - e) Academic or research entities, including schools, departments, programs, and centres
 - f) Such other entities as King's may from time to time see fit to name in order to recognize philanthropic donations or service

B. Naming Principles

Descriptions and considerations for each type of naming opportunity are included and form part of this policy or are referenced in other policies as noted.

1. The following general principles apply to all namings:

- a) Namings may be approved in the name of a donor, a third party at the request of the donor, or to honour an individual or organization for distinguished service to King's or society in general.
- b) Namings may be approved to recognize current expendable gifts, endowed gifts, gifts-in-kind, and gifts to support capital expenditures.
- c) Funding may extend over an agreed length of time, and such namings may be in perpetuity or time limited.
- d) Namings should enhance the profile and image of the University. No naming will be approved or (once approved) continued that will call into serious question the public respect of King's or that might expose King's to an uncertain and potentially significant liability. King's University College Board of Directors has the right to revoke an approved naming should this become necessary.
- e) Namings will be independent of all appointment, admission, curriculum, and student award recipient decisions. No donor will be involved in the selection of an individual for a named position or in the selection of a student award / scholarship / bursary recipient.
- f) No naming will be approved that implies endorsement of a partisan political position or a commercial product. This does not preclude naming for an individual who has at one time held public office or with the name of an individual or company that manufactures or distributes commercial properties, which has made a philanthropic contribution.
- g) No corporate logos will be used for recognition purposes on buildings or other capital assets or permanent signage.
- h) Changes to namings must be submitted through the same approval process as for the original naming as applicable under this policy.

C. Classification of Naming Opportunities

1. Endowed funds

- a) The minimum gift of \$25,000 is required to name an endowed fund.

- b) Namings of endowed funds and any non-material exception to the minimum level of the fund are approved by the Executive Director of the Foundation, the Principal, and/or their designate.

2. Student awards, including scholarships and bursaries

- a) A minimum of \$25,000 for an endowment is required to name any student award in perpetuity.
- b) A minimum of \$5,000 over a term of five years or less is required to name any expendable student award.
- c) Exceptions to the above minima, including named prizes, may be made at the discretion of the Executive Director of the Foundation, the Principal, and/or their designate. Donors wishing to contribute below the minimum will be encouraged to direct their gifts to a general fund in support of student awards.

3. Buildings, building spaces and areas, and other capital assets

- a) Namings will be considered at an appropriate value, obtained by review of best practices and recent namings at King's and similar academic institutions. It is the responsibility of the Executive Director of the Foundation or designate to recommend the appropriate gift level for naming.
- b) Namings associated with a particular building will not preclude further naming within the building.
- c) The Principal and/or Executive Director of the Foundation may negotiate non-materially higher or lower amounts at their discretion for Property Committee approval.

4. Academic positions

- a) This policy provides for the naming of designated chairs, professorships, and faculty fellowships as one of the ways of recognizing academic fields that support King's scholarly plans and objectives.
- b) An endowed chair or other academic position, or a fellowship or academic position funded by an expendable gift, must be established based on the minimum amount of cash flow needed to fund the salary or a specific portion of the salary for that position.

5. Academic or research entities, including schools, departments, programs, and centres

- a) Namings will be considered at appropriate values, determined through review of best practices and recent namings at King's and similar institutions. It is the responsibility of the Executive Director of the Foundation to recommend the appropriate gift level.
- b) Namings associated with a particular academic entity will not preclude further naming within the entity.
- c) Naming of a centre can apply to collaborative research centres, academic entities, or facilities.

6. Other naming opportunities

- a) Other naming opportunities are available at King's in recognition of a distinguished person or donor, including but not limited to: lectures and lecture series, collections of books or art, research objects, decorative items or other ornamental structures, programs of service or recreation, and the like.
- b) Such namings normally require a gift to cover the full cost of the project, the cost of any plaques or other recognition, and a maintenance fund if required.
- c) Namings will be considered at the appropriate values, determined through review of best practices and recent namings at King's and similar institutions. It is the responsibility of the Executive Director of the Foundation to recommend the appropriate gift level for such namings.

D. Approval Process

1. Scholarships, awards, and bursaries

- a) Proposed named scholarships, student awards, and bursaries will be brought to the Foundation Board for information purposes and any input and approval, in accordance with the Foundation's Gift Acceptance Policy.
- b) The Principal or their delegate will bring the naming opportunity to the Scholarships and Bursaries Committee of College Council for information purposes.

- c) Endowed awards or other named student award opportunities will be presented to College Council for information purposes.

2. Capital assets

- a) The Principal and/or the Executive Director of the Foundation will bring the naming opportunity to the Foundation Board for information purposes and any input and necessary approval, in accordance with the Foundation's Gift Acceptance Policy.
- b) The Principal or delegate will bring the naming opportunities to the Property Committee as follows:
 - I. Planned naming opportunities (ie list of available opportunities) for a capital campaign for input and recommendations by the Property Committee. Such plans to be approved by the full Board as recommended by the Property Committee.
 - II. For official recommendation to the College Board for approval of named assets of significance (ie. Buildings and structures).
 - III. Opportunities of lesser significance (ie rooms in buildings, minor namings) will be shared with the Property Committee for information purposes and input. The Property Committee will put forward any namings of lesser significance it deems require approval by the full College Board.
- c) The naming opportunity of significant capital assets will be shared with College Council for information purposes.

3. Academic and research namings

- a) Naming of academic or research entities or positions, regardless of gift level, must be approved by first College Council and then the College Board on the recommendation of the Executive Director of the Foundation and/or the Principal in consultation with the Vice-Principal & Academic Dean.
- b) Proposals will be considered through the relevant faculty executive and/or Faculty Council.

4. Honorific namings

Honorific namings will be approved by the appropriate approving body as outlined above. The Executive Director of the Foundation should be consulted in all honorary namings to ensure that such namings do not preclude a gift opportunity.

E. Other namings

1. Any other namings, regardless of gift level, that could result in controversy or are of a controversial nature require official approval by the College Board. The Principal and Executive Director of the Foundation have a responsibility to determine any such potential controversy.

2. All namings will be presented to the Board of Directors either for approval or for information purposes. Approval by the College Board is necessary for any naming opportunity resulting from a gift of \$500,001 or greater. The Principal or their delegate will approve naming opportunities for gifts below the \$500,001 threshold.

Original Approval Date:	February 2019
Effective Date:	February 2019
Revised:	May 2021
Next Review:	2023-24