

		Page 1 of 6
<b><u>POLICY TITLE</u></b> <b>NAMING</b>		<b><u>Catalogue Page Number</u></b> #5277
<b><u>AUTHORIZATION</u></b> Vice President, Communications and Public Affairs	<b><u>DATE APPROVED</u></b> March 2008	<b><u>CURRENT VERSION DATE</u></b> May 2021

**DATE(S) REVISED / REVIEWED SUMMARY**

<b>Version</b>	<b>Date</b>	<b>Comments / Changes</b>
1.0	March 2008	Initial Policy Released
2.0	June 2015	Revised, to align with BC Government <i>Naming Privileges Policy</i> (2014), align with other health authorities, and ensure consistency in donations & recognition.
3.0	November 2018	Reviewed and no updates or revisions are needed. Next review scheduled for 2021.
4.0	May 2021	Revised to align with other health authorities and current practices.

**INTENT / PURPOSE**

This policy governs the naming of Fraser Health assets in recognition of financial or in-kind contributions from individuals, businesses, organizations and others.

**Scope**

- This policy applies to the Fraser Health Authority (FHA), any Foundations (a “Foundation” as listed in Appendix A) and any subsidiary or affiliate of FHA or a Foundation.
- The policy aligns with the [Government of British Columbia’s Naming Privileges Policy](#), administered in accordance with the Financial Administration Act through the Ministry of Labour, Citizens Services and Open Government.
- FHA naming affiliations must be in accordance with the Government of British Columbia’s Naming Privileges Policy.
- This policy does not apply to; Donor recognition plaques on medical equipment; Foundation donor walls; Donor recognition next to approved artwork installations.
- The updated policy applies to naming opportunity requests made after June 30, 2021. Any naming opportunity requests in progress or completed prior to the publication of this revision are governed by the previous version of the policy.

**Responsibilities**

- Fraser Health’s **Executive Committee** is responsible for:
  - Ensuring all approved naming affiliations are consistent with FHA’s vision, purpose and values and align with relevant Government of British Columbia policy.
- Fraser Health’s Vice President, Communications and Public Affairs is responsible for:
  - Operational management of naming opportunities with a value of \$100,000 or greater in accordance with this policy.
  - Liaising between the Provincial Government’s Naming Privileges Committee, FHA and all relevant stakeholders (individuals, Foundations, businesses).
  - Providing necessary guidance to Foundations to ensure success of the naming process.
  - Alerting FHA’s Communications and Public Affairs team of naming requests that may be an issue for the organization or government.
  - Requesting communication support for naming opportunities as appropriate.

		Page 2 of 6
<b><u>POLICY TITLE</u></b>	<b><u>Catalogue Page</u></b>	
<b>NAMING</b>	<b><u>Number</u></b> #5277	

- Fraser Health’s Executive Director affiliated to the site or program is responsible for:
  - Operational management of naming opportunities with a value less than \$100,000 in accordance with this policy.
  - Liaising between the FHA’s Vice President, Communications and Public Affairs, if necessary and Foundation.
  - Providing necessary guidance to Foundations to ensure success of the naming process.
- Fraser Health’s Real Estate and Facilities Management department is responsible for:
  - Maintaining and applying FHA’s Naming and Recognition Standards, in accordance with this policy, across Fraser Health.
  - Providing necessary guidance in regards to the physical representation of donor recognition.
- Fraser Health’s partner Foundations are responsible for:
  - Engaging individuals, businesses, organizations and others in regards to potential naming opportunities.
  - Managing donor expectations throughout the naming process.
  - Working collaboratively with FHA to ensure naming applications are pursued in accordance with this policy and the Government of British Columbia’s Naming Privileges Policy.
  - Advising FHA’s Communications and Public Affairs department of future capital or fundraising campaigns that may involve naming opportunities.

**POLICY**

- Significant contributions to FHA or Foundations may be recognized by attaching the name of a person, business, society or other organization to a particular facility, program, position or other asset under FHA administration (an “FHA Asset”).
- Name affiliation decisions must be compatible with FHA’s, vision, purpose and values as articulated in FHA’s Strategic Plan.
- No naming opportunity will be approved in FHA if it:
  - Is likely to undermine or negatively impact the image, reputation or public respect for FHA or Foundations;
  - Involves products, services or practices that are associated with unhealthy lifestyles (e.g. tobacco, alcohol, non-medical cannabis) or violence;
  - Could be perceived by the public to be an endorsement of a partisan political or ideological position;
  - Creates or is likely to lead to a conflict of interest;
  - Is inconsistent with the purpose or use of the FHA asset being named;
  - Is likely to be perceived as controversial or divisive in the communities FHA serves; or
  - Implies endorsement of a specific commercial product.
- Individuals who hold or at one time held public office and companies that manufacture or distribute commercial products are not necessarily precluded from naming affiliation by virtue of the above.
- Naming recognition for the distinguished service of individuals while they are still in the service of FHA or the Foundations is not encouraged.
- Any naming opportunities involving commercial organizations must also comply with FHA’s Sponsorship and Partnership policy.

	Page 3 of 6
<p><b><u>POLICY TITLE</u></b> <b>NAMING</b></p>	<p><b><u>Catalogue Page</u></b> <b><u>Number</u></b> #5277</p>

- FHA reserves the right to determine or change the form of name recognition if circumstances warrant it.
- For naming affiliations associated with equipment and other moveable objects, FHA reserves the right, after consultation with the Foundation, to transfer such items to various FHA sites in order to best serve the health needs of the FHA region. Foundations will confirm with donor their acceptance of this need.

**Naming Guidelines and Protocols**

This policy enshrines the Guidelines for Fraser Health Donor Naming Opportunities: Design and Size Standardization (Appendix C) as the standardized processes followed by FHA when recognizing the contributions of donors throughout region.

**Classifications of Donor Naming**

Naming opportunities are classified in order of their relative size and in general, the following guidelines will be used for recognition:

- Category I:            **Building naming:** donor and building name to be applied to the exterior face of the building
- Category II            **Significant gift (building area):** donor name to be placed in prominent location on an exterior building façade at pedestrian level.
- Category III           **Floor naming:** donor name to be prominently displayed on a feature wall or portal/bulkhead at the entry to the floor
- Category IV           **Lobby naming:** donor name to be placed in a prominent location on a bulkhead or wall within the Main Lobby space.
- Category V            **Clinic naming:** donor name to be placed on a prominent feature wall outside a clinical area or feature room
- Category VI           **Room naming (and equipment naming):** donor name to be placed on a prominent feature wall outside specific room (can include gardens, courtyards, meeting rooms, auditoriums).
- Category VII          **Specialty Area (and equipment naming):** donor name to be placed on a prominent feature wall outside area or near equipment.
- Category VIII        **Donor wall recognition:** donor name to be displayed on the donor wall.
- Category IX          **Art donation recognition:** donor name to be recognized by a small plaque identifying title, artist and donor name.

		Page 4 of 6
<b><u>POLICY TITLE</u></b>	<b><u>Catalogue Page</u></b>	
<b>NAMING</b>	<b><u>Number</u></b> #5277	

**Naming Opportunity Applications**

- Naming opportunities valued at less than \$10,000 are not eligible for a formal naming opportunity and do not require written applications. Foundations can choose to recognize the donor with a small plaque affixed to a piece of equipment or next to an approved artwork and can include the donor name on the donor wall within the facility. Donor wall recognitions do not fall within the scope of this policy.
- Naming applications may only be submitted by Foundations, Executive Directors or members of FHA’s Executive Committee in accordance with this policy.
- In order to receive approval for a naming affiliation of \$10,000 to \$99,999, a Naming Opportunity Request Form must be submitted to FHA’s Executive Director responsible for the site or program affiliated with the tribute marker for naming.
- In order to receive approval for a naming affiliation valued at \$100,000 or greater, a Naming Opportunity Request Form must be submitted to FHA’s Vice President, Communications and Public Affairs.
- Naming Opportunity Request Forms must contain the following information:
  - Classification of the naming opportunity (e.g. Category I through IX);
  - The specific FHA asset being named and the proposed name;
  - Details regarding the donor or person/entity whose name will be affiliated with the FHA asset;
  - Consideration for the name affiliation (e.g. financial or in-kind contribution);
  - The proposed term for the naming right;
  - The reason for the application;
  - How the name affiliation aligns with FHA’s vision, mission and values;
  - Any potential for conflict of interest or controversy; and any other details that may be relevant including internal support for the initiative.
- FHA’s Executive Director responsible for the site or program or FHA’s Vice President, Communications and Public Affairs may seek clarification regarding information provided and request additional information as necessary.

**Investment Requirements**

- The Guidelines for Fraser Health Donor Naming Opportunities: Design and Size Standardization (Appendix C) suggests investment minimums per classification of donor recognition.
- Although this policy sets out suggested guidelines for naming affiliations both parties recognize that asset valuation methodology is dependent upon many factors including, but not limited to: the economic conditions in the community, and the campaign goal/project cost. Therefore, it is incumbent upon both parties to agree to valuation methodology and minimum asset values prior to any namings being offered to third parties.
- The value of financial or in-kind contributions made by commercial entities relating to corporate sponsorship opportunities will be governed by the [Fraser Health Sponsorship and Partnership - Policy](#).
- A commercial naming opportunity will be limited to the length of the applicable contract between FHA and the commercial entity.

		Page 5 of 6
<b><u>POLICY TITLE</u></b>	<b><u>Catalogue Page</u></b>	
<b>NAMING</b>	<b><u>Number</u></b> #5277	

**Term of Naming Affiliations**

- Unless noted otherwise in the approved naming opportunity application, gifts will be considered for 20 years or the lifespan of the building, area or equipment, whichever occurs first.
- Name affiliations supported by endowment funds will last as long as the agreed to funding level is maintained.
- Naming associated with a particular facility, program or clinical area will not preclude additional naming within the same facility, program or clinical area.

**Revoking Naming Rights**

- Requests to revoke a naming right may be brought forward by any person permitted under this policy to submit a naming application, a member of FHA’s Board of Directors or the Provincial Government’s Naming Privileges Committee.
- The original sponsor of the naming affiliation must be copied on the revocation request.
- The request must be submitted in writing to FHA’s Vice President, Communications and Public Affairs. Consideration must be given to the financial risks associated with revocation.
- FHA’s Vice President, Communications and Public Affairs – in consultation with the Executive Committee and Foundation – will determine the validity of requests to revoke naming rights.

**Approval Process**

- All applications for naming affiliation over \$10,000 should address the points raised in the Naming Opportunity Applications section and must include a completed [Naming Opportunity Request Form](#).
- Naming affiliations with a value of less than \$100,000 are to be submitted to the FHA Executive Director responsible for the site or program affiliated with the tribute marker.
- Naming affiliations with a value of \$100,000 or greater are to be submitted to FHA’s Vice President, Communications and Public Affairs.
- All new capital campaigns require FHA approval prior to launching to ensure alignment in priorities. Prior to the commencement of any fundraising campaign where multiple namings in excess of \$100,000 will be offered to donors the participating Foundation and FHA will sign and execute a Foundation Memorandum of Understanding (MOU). The MOU will outline the size of the campaign; the anticipated namings and the valuation methodology for namings.
- If FHA’s Vice President, Communications and Public Affairs determines that a particular naming opportunity involves an FHA asset that is highly visible, or has significant profile, has a value greater than \$100,000 or is potentially controversial, the naming application will be referred to FHA’s President & CEO and Executive Committee for approval. If appropriate, FHA’s President & CEO and Executive Committee will consult with FHA Board of Directors.
- Once approved, the application and Naming Opportunity Request Form will be forwarded by FHA’s Vice President, Communications and Public Affairs to the Provincial Government’s Naming Privileges Committee for approval.

	Page 6 of 6
<b><u>POLICY TITLE</u></b> <b>NAMING</b>	<b><u>Catalogue Page</u></b> <b><u>Number</u></b> #5277

**APPENDICES**

**Appendix A:** List of Foundations

1. Burnaby Hospital Foundation
2. Delta Hospital and Community Health Foundation
3. Eagle Ridge Hospital Foundation
4. Fraser Valley Health Care Foundation
5. Langley Memorial Hospital Foundation
6. Peace Arch Hospital Foundation
7. Queen's Park Healthcare Foundation
8. Ridge Meadows Hospital Foundation
9. Royal Columbian Hospital Foundation
10. Surrey Hospitals Foundation

**Appendix B:** Philanthropic Suggested Naming Guideline Chart

FHA and the Foundation shall mutually agree on a comprehensive list of naming opportunities and/or levels during a campaign or otherwise.

In general, when determining naming levels, consideration will be given to the function, usage, size, marketability and financial requirements of the opportunity and the following table will be used to inform the process of determining appropriate levels of recognition.

It is recognized there cannot be one chart that sets a level for each FHA property. The following matrix compares the sizes of the gifts, noting coverage area. Typical monetary levels associated with namings will vary by facility/site, but should usually fall within the range stated below.

#	Level of giving	Monetary range	Overall coverage
1	Building Name	Target is 10 per cent capital cost Minimum \$8 million	Varies
2	Significant Gift	Target is 10 per cent of proportionate share of facility or structure Minimum \$2 million	100 sq.ft.
3	Floor Naming	Target is 5 per cent of proportionate share of facility or structure Minimum \$1 million	75 sq.ft.
4	Lobby Naming	\$500,000 - \$1 million	50 sq.ft
5	Clinic Naming	\$250,000 - \$500,000	25 sq.ft
6	Room Naming	\$50,000 - \$250,000	10 sq.ft.
7	Specialty Area	\$10,000 - \$50,000	5 sq.ft

**Appendix C:** [Guidelines for Fraser Health Donor Naming Opportunities](#)