

**CANADORE COLLEGE**  
**CORPORATE POLICY MANUAL**

**TITLE:** Policy on Donor Recognition by Naming

**EFFECTIVE DATE:** February 17, 2009

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## 1. SCOPE

### 1.1 Authority

This policy is issued under the authority of the Board of Governors.

### 1.2 Application

This policy applies to all departments within Canadore College.

## 2. PURPOSE AND PRINCIPLES

### 2.1 Background

Canadore College actively seeks ongoing financial support for capital projects through philanthropic, corporate and foundation giving. To encourage major gifts, the College may recognize a major gift with a naming opportunity.

This policy does not apply to naming opportunities that the Board of Governors may wish to use to honour or recognize an individual or an organization for reasons other than the donation of a major gift.

### 2.2 Purpose

Canadore College reserves the right to name buildings, residences, areas, walks, lanes, hills, gardens, streets, squares, halls, rooms, labs, playing fields, and open spaces, under jurisdiction of Canadore College, to honour individuals, corporations, or foundations who have made a major financial gift to the College.

### 2.3 Principles

Canadore College reserves the right to decline any gift that is judged to be inconsistent with its strategic direction; or with institutional ethics, legal principles and obligations; or with institutional needs.

### **Principles (continued)**

Canadore College reserves the right to decline any gift which includes terms and conditions inconsistent with its strategic direction; institutional ethics, legal principles and obligations; or with institutional needs.

A major gift is defined within the context of a specific campaign and may vary in magnitude depending on the overall value of the campaign. Information regarding the plan for naming opportunities developed and identified as part of a specific capital campaign, will be provided to the Board of Governors as an information item.

A major gift is defined on a campaign-by-campaign basis. A gift is deemed to be major if it represents a significant percentage of the overall campaign target.

When Canadore College recognizes a major gift through naming, the name will be in place for a period of ten years at which time it will be reviewed to determine if the name is still appropriate. Canadore College also reserves the right to remove a name if it is deemed to be necessary in order to remain consistent with its strategic direction, ethics and legal obligations.

## **3. ROLES AND RESPONSIBILITIES**

### **3.1 Board of Governors**

The Board of Governors is responsible for the initial approval of the policy framework and subsequent amendments.

The Board of Governors is responsible for the decision to remove or change a name which recognizes a major gift should it be deemed to be necessary under the principles of this policy.

### **3.2 President**

The President is responsible for the overall management and operation of the College.

The President is responsible for ensuring that naming opportunities for major gift donors are consistent with Canadore 2012 and will enhance the reputation of the College.

Proposed gifts that might expose Canadore College to adverse publicity or other consequences will be brought to the Board of Governors for discussion.

## **4. EVALUATION**

This policy will be evaluated every three years as part of the Board's regular policy review.