

## **1.0 ASSOCIATED POLICY**

- Fundraising

## **2.0 DEFINITIONS**

**Academic Entities:**

academic units, schools, departments

**Board:**

The Board of Governors of Grant MacEwan University.

**Donor:**

a person, corporation, or other organization that provides a Gift, including Endowments, to the University

**Donations:**

something that is given to a charity, especially a sum of money

**Executive Council:**

the President, the Vice-Presidents and equivalent positions.

**Executive Officer:**

the most senior person in the department

**Foundation:**

The Grant MacEwan University Foundation.

**Gift:**

a voluntary transfer of Property without valuable consideration to the donor.

**Naming:**

an agreement with MacEwan University to name an asset of the University, including property, rooms, infrastructure, locations or Academic Entities after a Donor, Sponsor or other person, corporation, or organization

**Naming Opportunity:**

a physical asset or Academic Entity and is both available and desirable for recognizing the contribution of a sponsor or donor

**Naming Inventory:**

master list of naming opportunities.

**Non-Endowment:**

a fund that uses the capital donated in its entirety, and does not generate interest over time.

**Property:**

cash, investments, securities, bequests, life insurance policies, trusts, annuities, personal or real property, residual interest, rights, licenses, shares, or inventory.

**Sponsor:**

a person, corporation, or other organization providing sponsorship to the University.

**Stewardship Officer:**

the person in the office responsible for fundraising who is responsible for managing the stewardship of donors

**University:**

MacEwan University

### **3.0 PROCEDURE ELEMENTS**

- 3.1 Asset naming can be considered for a physical asset, or an academic entity and an asset can be named in recognition of a Gift or in honour of an influential person to MacEwan University. Gift recognition levels are subject to change and will be approved by Executive Council.

Naming Inventories include a description of the proposed Naming Opportunity, proposed minimum ask amounts as defined by construction cost, location, visibility and marketability and specific information regarding the purpose, fundraising goal, current status, and impact on campus of each naming opportunity.

A Naming Inventory shall be created for all spaces and academic entities that may be named

For all physical assets, the Naming Inventory shall be reviewed and agreed upon by the department responsible for fundraising, and the department responsible for University facilities and approved by Executive Council. The facilities department will recommend guidelines for philanthropic asset valuations, through a methodology based on cost per square foot, technology, visibility, and accessibility. In determining philanthropic valuations, subjectivity will always exist. Final recommendations will always be made by the department responsible for fundraising.

For all Academic Entities, the opportunities shall be brought forward and agreed upon by the department responsible for fundraising and the Dean of the faculty or school in consultation with the Provost and Vice President, Academic and approved by Executive Council.

An asset naming opportunity may be recommended for a space that does not exist in a naming inventory. An Asset Naming Proposal may still be put forward in the absence of a naming inventory.

The office responsible for fundraising will develop an asset naming proposal for all proposed Asset Namings, including philanthropic and honourific namings. The Provost & Vice President, Academic, Facilities department and the Dean of any academic area directly or indirectly impacted by an Asset Naming Proposal will be consulted during the development of the Asset Naming Proposal. Asset Naming Proposals which are deemed by the President of the Foundation, or the Provost & Vice-President, Academic, to have campus-wide implications or reputational risk may be brought forward to additional key stakeholders for a confidential consultation.

The Asset Naming Proposal will be shared with Executive Council and, where appropriate, the Board of Governors, and must include:

- Gift amounts, donors' names, and a brief description of the donor(s) and the donor(s) history with MacEwan University.
- Information on the physical asset or Academic Entity to be named.

For Asset Naming in recognition of gifts under \$100,000, Executive Council has authority to approve. For Asset Naming in recognition of gifts \$100,000 or more, Executive Council is responsible for making a recommendation on approval to the Board of Governors, who are responsible for final approval.

Once approved, the Stewardship Officer will work in consultation with the responsible fundraiser and the Facilities department to develop the design for signage placement and style after the proposal has been approved by the appropriate group. Signage sizes and locations will be in line with MacEwan standards for signage of physical space.

### **3.2 Communication**

All Asset Naming Proposals are confidential until the appropriate approvals are confirmed and the donor has been notified. No announcements will be made prior to this confirmation and notification.

The office responsible for fundraising will ensure that the appropriate recognition events and public notice and/or recognition activities take place. The cost of donor recognition, including event costs, signage and any other recognition will generally be covered by the office responsible for fundraising.

### **3.3 Time Limits**

Asset Naming will be of a fixed term as committed in the gift agreement. Exceptions to naming time limits may be approved by Executive Council and a designated committee of the Board of Governors. Asset Naming will be in place for the following terms based on the gift level:

- \$50,000 - \$249,999 for a maximum of 10 years
- \$250,000 - \$999,999 for a maximum of 25 years
- \$1,000,000+ for a maximum of "in perpetuity" (or the lifetime of the named space)

### **3.4 Revocation or Change to Asset Naming**

Asset Naming will be in the best interest of both the University and the Donor; if an Asset Naming or other recognition is deemed to no longer be in the best interest of the University or the Donor, it is possible that the University, the Donor and/or the Donor's representative may request to have a naming revoked, following consultation with the Vice-President, University Relations. The revocation may be brought forward to the Vice President, University Relations by the Provost and Vice President, Academic, or the department responsible for fundraising. The revoking of an Asset Naming must be approved by Executive Council and a designated committee of the Board of Governors. Any costs associated with revoking a named space will be covered by the office responsible for fundraising

Should a building be demolished or replaced, or where the occupancy or usage changes and the former name is no longer appropriate, then a request for a new name may be considered. Where possible, the officer responsible for fundraising (or delegate) will contact the Donor and/or the appropriate contact person for the former namesake to inform them of the decision to demolish, replace or change the usage of the facility, and discuss how recognition can continue in the future.

Following communication with the Donor, any new Asset Naming opportunities will go through the Asset Naming Proposal procedure and follow the relevant approval process.

## **4.0 RELATED POLICIES, PROCEDURES, FORMS AND OTHER DOCUMENTS**

- Fundraising Policy
- Gift Acceptance Procedure

## **5.0 ACCOUNTABILITY**

**Responsible Office**  
Alumni and Development

## **6.0 HISTORY**

### **Relevant Dates**

Approved: **23.02.14**  
Effective: **23.06.15**  
Next Review: **28.06**

### **Modification History**

**23.02.14:** New Procedure approved by President's Policy Committee on February 14, 2023 and effective upon approval of the revised Fundraising Policy by the Board of Governors on June 15, 2023.