

PETERBOROUGH PUBLIC HEALTH

Board of Health

POLICY AND PROCEDURE

Section: Board of Health	Number: 2-192	Title: Donor Recognition
Approved by: Board of Health		Original Approved by Board of Health On (YYYY-MM-DD): 2016-05-04
Signature: <i>Original signed by Board Chair</i>		Author:
Date (YYYY-MM-DD): 2018-11-14		
Reference: 2-190 Sponsorship		

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POLICY

Definitions:

Assets: Building(s) or substantial parts of buildings (rooms, wings, floors, segments), lectures, collections of books, research and education programs or any other opportunities that are thought suitable for naming.

Honourific naming: Naming to confer or imply honour or respect. This will generally involve recognition of outstanding individuals for extraordinary service to PPH.

Philanthropic naming: Naming in recognition of an act of philanthropy; generally defined as a charitable gift to PPH; the donor may select another individual or individuals for recognition.

Objective:

The Board of Health welcomes the opportunity to recognize and honour individuals whose generous donations of time, talent or financial assistance enhance the opportunities for the organization to improve the health of our residents.

Purpose:

To outline how gifts to Peterborough Public Health (PPH) programs and projects will be handled, counted and recognized.

To establish guidelines for the appropriate, equitable and consistent recognition of financial gifts to PPH.

Principles of the Donor Recognition Policy:

1. Although PPH is appreciative of all donations offered, it will not accept donations if such acceptance results in a loss of autonomy or integrity. PPH will not accept donations it determines may violate federal, provincial or municipal laws. Designated donations will be used for the purpose for which they are given. Non-designated gifts will be used for such purposes as PPH determines most appropriate.
2. Annual, one-time gifts of \$1,000 and up will qualify donors for recognition on the main Donor Wall under the corresponding Peterborough Public Health Donor Circles giving level (see procedure below for further details).
3. Additional recognition elements (e.g., recognition plaques) can be granted by PPH. Recognition will be cost effective and will not exceed 2% of the value of the gift.
4. In the event of construction, renovation or a move, the main Donor Wall and naming designated for a specific area may be relocated to the new development area. The Board of Health will review and approve removal/relocation of the main Donor Wall and plaques (if any).
5. The Board of Health will honour the donor's right and privilege to remain anonymous and, unless otherwise defined by the donor, will mean an absence of any public acknowledgement of a gift, in relation to the Donor Wall, naming opportunities, endowment funds, inclusion and listing among donors within the Annual Report.
6. Naming or re-naming rights for Peterborough Public Health (PPH) assets or programs/services shall enhance the Vision, Mission and Values of the Board of Health and priorities of PPH.

A naming opportunity enables a donor to direct his/her donation towards a particular area or program within PPH. Naming opportunities begin for donation at the \$10,000 and up level and will always require approval from the Board of Health.

The following principles of naming will be taken into account when considering the naming of assets:

- Consistency will be sought so that naming choices result in comparable levels of recognition.
- Market value principles should be applied in assessing the worth of naming rights.
- Preference will be given to a naming that could avoid the necessity of change should activities change over time.
- If the facility/program/service is to be named after a person, that person shall be:
 - of exemplary moral character;
 - have made an outstanding contribution to the community;
 - have displayed outstanding leadership; or,
 - be a person of historical significance.
- Naming opportunities do not extend beyond the useful life of the spaces or facilities for which they are associated.

PROCEDURE:

1. Donor Wall

- 1.1. There will be one main Donor Wall within the central location at 185 King Street that recognizes a donor's giving history (effective October 1, 2015). Space to recognize donors to future programs or campaigns must be approved by the Board of Health.
- 1.2. Recognition will take place when the Donor Wall is updated on a bi-annual basis, and remain in place until updates are required (e.g., a new donor is added or a donor moves up to a new giving level). Donor listings will follow an alphabetical order and individual donation amount will not appear next to donor names.
- 1.3. To acknowledge the Board of Health's appreciation for gifts, the PPH Donor Circles has been formed to recognize cumulative gifts at the following levels:

Trent-Severn Waterway Donors	\$50,000 and greater
Belmont Lake Donors	\$25,000 to \$49,999
Chandos Lake Donors	\$10,000 to \$24,999
Kasshabog Lake Donors	\$5,000 to \$9,999
Sandy Lake Donors	\$2,500 to \$4,999
Burleigh Falls Donors	\$1,000 to \$2,499

2. Gifts In-Kind

- 2.1. When donors contribute gifts in-kind, as defined by the Canada Revenue Agency, donors will be receipted for the fair market value of the gift. Recognition benefits will be based on the receipted amount of the gift. An evaluation for fair market value must be obtained prior to accepting the gift. The cost of the appraisal will be the responsibility of the donor.

3. Recognition of Gifts of Equipment

- 3.1. The purchase of one-time gifts of equipment to PPH for \$1,000 and up will qualify donors to be recognized on the main Donor Wall. If required by the donor, a plaque measuring 3 inches by 2 inches may be applied to the piece of equipment for the duration of the use and application of the piece of equipment.
- 3.2. In the event that a program or service ceases to exist or is transferred to another facility, the Board of Health reserves the right to relocate recognition plaques to an alternative/ equivalent location to be associated with the naming right.

4. Naming Opportunities

- 4.1. The Executive Committee will evaluate a proposed naming or renaming including concerns that stakeholders may have.
- 4.2. For major campaigns the Medical Officer of Health will propose a schedule of naming opportunities.
- 4.3. Upon review the proposal will either be:

- declined;
- returned for further negotiation/review; or,
- recommended to the Board for approval.

4.4. The Medical Officer of Health will ensure that appropriate agreements with any external parties are in place prior to any public announcements about the naming. All agreements shall:

- have a term and an end date;
- have renewal options identified;
- include a provision that in an unusual circumstance that PPH determines, at its sole discretion, to terminate a naming commitment if:
 - it may directly or indirectly have a negative impact on PPH's mission, priorities, autonomy or integrity (e.g., the donor is convicted of a serious offence, defaults on the pledge schedule); or,
 - PPH deems withdrawal of recognition to be in its best interest.

4.5. Notwithstanding any other provision of this policy, no naming will be approved or (once approved), continued that will call into serious question, or constitute a significant and continuing challenge to, the public respect or reputation of PPH. The naming of the asset may be changed or discontinued irrespective of time commitments in related gift agreements or announcements.

Review/Revisions

On (YYYY-MM-DD): 2016-05-04

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