

## TITLE

**PHILANTHROPIC AND HONORIFIC NAMING AND RECOGNITION****SCOPE**

Provincial

## DOCUMENT #

1147

## APPROVAL AUTHORITY

Alberta Health Services Board

## INITIAL EFFECTIVE DATE

March 16, 2012

## SPONSOR

Community Engagement &amp; Communications

## REVISION EFFECTIVE DATE

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## PARENT DOCUMENT TITLE, TYPE AND NUMBER

Not applicable

## SCHEDULED REVIEW DATE

December 08, 2019

**NOTE:** The first appearance of terms in bold in the body of this document (except titles) are defined terms – please refer to the Definitions section.

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**OBJECTIVE**

- To establish a consistent approach for governing **honorific** and philanthropic naming and recognition and philanthropic contributions and achievements within Alberta Health Services (AHS).

**PRINCIPLES**

AHS is committed to maintaining strong and meaningful working relationships with **affiliated fundraising entities (AFE)**. Together, AHS and AFE assist in serving the community and improving the provision and advancement of health care throughout Alberta. Generous contributions made to AHS through AFE greatly assist AHS in achieving its strategic direction and improving the quality of health care in Alberta. Naming and recognition decisions are approached in a manner that is fair, equitable, and scalable to all AFE regardless of their fundraising capacity, resources, or their urban or rural locations.

The AHS Board acknowledges the importance of honouring monetary, gift-in-kind, distinguished service contributions, and achievements that further AHS' vision, mission, and values. AHS may honour significant philanthropic contributions as well as individuals whose meritorious records of service have significantly contributed to the advancement of health care in Alberta. AHS naming and recognition opportunities promote:

- wellness and significant achievement in the advancement of health care;
- a positive image for AHS, the AFE, and related donors; and
- transparent, consistent, and accountable decisions and processes which are in accordance with applicable legislation and this Policy.

The AHS Board is responsible for final AHS decisions relating to naming and recognition except, as required by section 28(2) of the *Hospitals Act* (Alberta) and other applicable

legislation and directives, the Government of Alberta maintains the right to name and rename approved hospitals and their buildings operated by AHS. Decisions relating to naming and recognition shall be made so as not to give rise to a conflict of interest; entail any subsequent conditions or obligations that could further the private interests of individuals or organizations; endorse a particular political, religious, or ideological view; endorse a specific commercial product; or create a position of misalignment with AHS' obligations, legislated authority, mission, vision, or values. This restriction does not preclude the use of the name of an individual who has at one time held public office, or an individual or organization which manufactures or distributes commercial products.

## APPLICABILITY

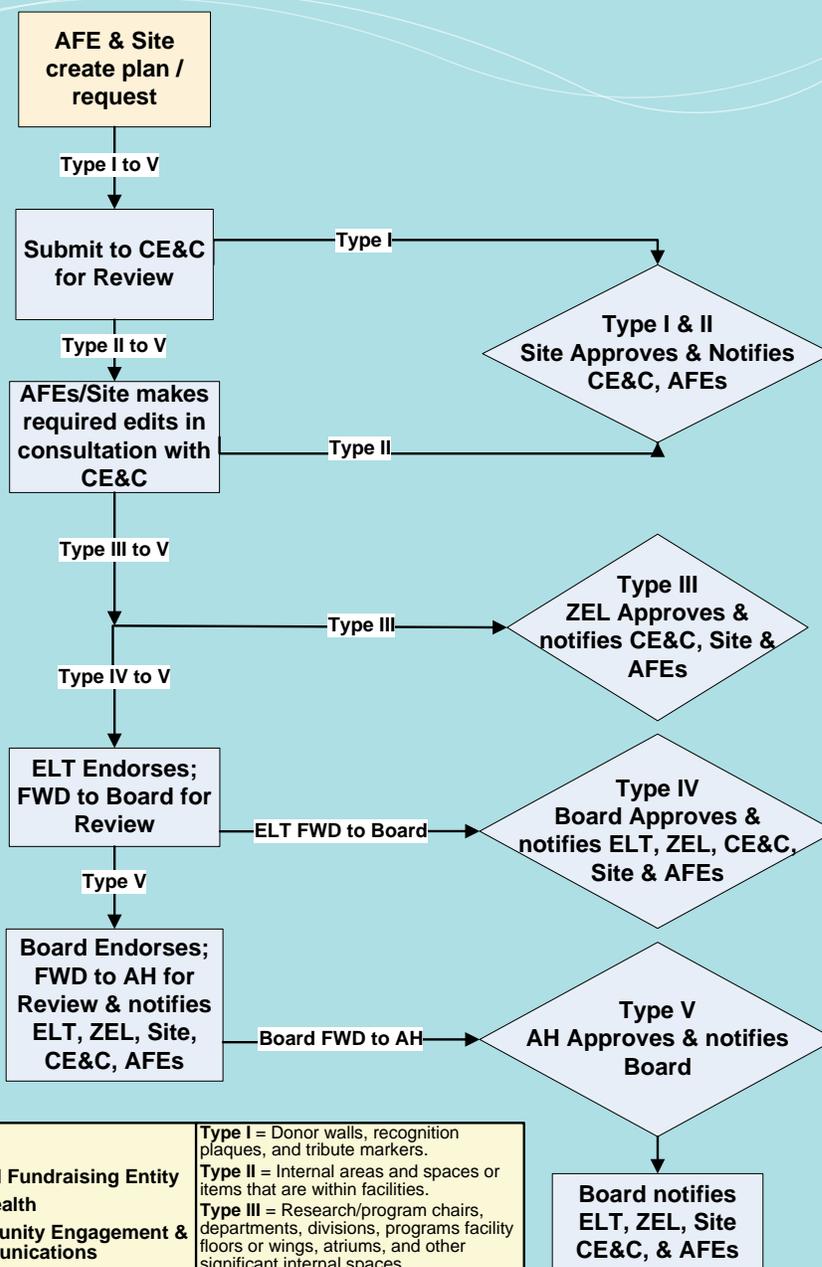
Compliance with this document is required by all Alberta Health Services employees, members of the medical and midwifery staffs, Students, Volunteers, and other persons acting on behalf of Alberta Health Services (including contracted service providers as necessary).

## ELEMENTS

### 1. Naming and Recognition Types and Approval Levels

- 1.1 Naming and recognition opportunities are classified in accordance with Appendix A as one of the following types:
  - a) Type I: Donor walls, recognition plaques, and tribute markers.
  - b) Type II: Internal areas and spaces or items that are within facilities (e.g. rooms, common spaces, waiting areas, pathways, walkways, and gardens).
  - c) Type III: AHS research/program chairs, departments, divisions, programs facility floors or wings, atriums, and other significant internal spaces.
  - d) Type IV: Research centres and institutes.
  - e) Type V: Facilities and structures (e.g. buildings, parking structures and lots, campuses, parks and gardens, roads, walkways and other external structures) operated by AHS.
  - f) The following chart outlines the flow of approvals within AHS for each above mentioned naming and recognition type:

### Naming Approvals – Type I to V



|   |   |
|---|---|
| <b>Legend</b>   |   |
| <b>AFE</b> = Affiliated Fundraising Entity              | <b>Type I</b> = Donor walls, recognition plaques, and tribute markers.  |
| <b>AH</b> = Alberta Health                              | <b>Type II</b> = Internal areas and spaces or items that are within facilities.   |
| <b>CE&amp;C</b> = Community Engagement & Communications | <b>Type III</b> = Research/program chairs, departments, divisions, programs facility floors or wings, atriums, and other significant internal spaces. |
| <b>ELT</b> = Executive Leadership Team                  | <b>Type IV</b> = Research centres and institutes.   |
| <b>Board</b> = AHS Board                                | <b>Type V</b> = Naming and recognition rights for facilities and structures operated by AHS are the responsibility of the Government of Alberta.      |
| <b>Site</b> = Site Leadership                           |   |
| <b>ZEL</b> = Zone Executive Leadership                  |   |

- 1.2 Naming and recognition requests set out in Section 1.1 must comply with specific requirements set out in this Policy and with all relevant AHS directives, bylaws, and policies. Notwithstanding these conditions, other than as required by law or directives from the Government of Alberta, the AHS Board maintains discretionary authority over the naming and recognition types and approval levels established in Section 1.1, as it deems appropriate.
- 1.3 Proposals that are not part of an approved naming opportunities plan (as set out in Section 2 below) may be brought forward at any time to the respective Site leadership and are subject to the approval levels set out in the chart above.
- 1.4 Naming, renaming, and recognition may either be in perpetuity or time limited. Naming in perpetuity is not implied under any naming or recognition type.
- 1.5 Until approved, all naming and recognition requests are confidential and are disclosed within AHS on a need-to-know basis only.
- 1.6 Approvals shall be handled in an efficient and timely manner taking into consideration the needs of the AFE and its donors.
- 1.7 Briefing notes are required for Type IV and V approvals. Email documentation will suffice for approvals of Type I to III naming requests.
- 1.8 Donations made directly to AHS that require a naming recognition are to comply with the intent of this Policy.
- 1.9 In instances where Type I to IV naming requests are not approved, the respective AHS leadership shall provide rationale to the AFE with respect to why the naming request was not approved. For Type V naming requests, the AHS Board may provide rationale to the AFE with respect to why the request was not endorsed for submission to Alberta Health.

## 2. Naming and Recognition Opportunity Plan

- 2.1 In order to align potential AHS naming opportunities with the fundraising priorities of AFE, applicable AHS leadership shall coordinate with the AFE to develop a naming and recognition opportunities plan prior to coordinating contributions for naming and recognition.
- 2.2 The naming opportunities plan is submitted to the respective site leadership and Community Engagement & Communications (CE&C) for confidential review. The plan is then reviewed and endorsed by Zone leadership before forwarding to the Executive Leadership Team for information and feedback. The Executive Leadership Team may provide final approval of the naming opportunities plan.
- 2.3 For Type I and II naming, the approval of the naming opportunities plan shall constitute approval of the actual naming request contained therein.
- 2.4 For Type III to V naming, the approval of the naming opportunities plan does not constitute approval of the actual naming request contained therein.

### 3. Naming and Recognition Requests

- 3.1 In accordance with applicable processes established by AHS, the AFE, in conjunction with Site Leadership and CE&C prepares and submits to the respective AHS Leadership a naming or recognition request that requires final approval in accordance with Section 1.1 f) (flowchart). The proposal shall include:
- a) Honorific Naming:
    - (i) biographical information about the honouree;
    - (ii) details of the honouree's service or contribution to AHS and/or the community;
    - (iii) consideration of the honouree's character and general reputation;
    - (iv) information about the intended naming type (see Section 1.1 above) and recommended **timeframe**;
    - (v) a letter of support from the respective Zone Executive Leadership; and
    - (vi) other documentation that will assist the decision maker in considering the request.
  - b) Philanthropic Naming:
    - (i) information about the donor;
    - (ii) details of the donation;
    - (iii) consideration of the honouree's character and general reputation;
    - (iv) information about the intended naming type (see Section 1.1 above) and recommended timeframe;
    - (v) letter of support from the respective Zone executive leadership; and
    - (vi) a letter of support from the AFE confirming that the donor has the ability and intent to make the donation.
- 3.2 Naming and recognition proposals and/or other associated agreements are developed and approved in accordance with the requirements set out in any applicable AHS contracting policy. Additionally, depending on the nature and value of the gift, supplementary information may be required such as certification related to valuation, status, and ownership.
- 3.3 CE&C will review the appropriate proposal and provide recommendations to the AFE to ensure that the proposal is consistent with the requirements of AHS. CE&C will forward the proposal for approval as required.

#### 4. Naming Format

- 4.1 Any naming and recognition signage must comply with established AHS and applicable Government of Alberta standards.

#### 5. Communication

- 5.1 In accordance with Section 1.1, for Type I and II requests, the applicable Site Leadership shall confirm approval of the naming opportunity plan and notify the AFE and CE&C in writing. For Type III and IV requests, applicable AHS Leadership shall confirm approval of the naming opportunity plan or associated naming requests and notify CE&C and the AFE in writing.
- 5.2 CE&C shall inform the AFE in writing of any significant delays in the approval confirmation for the naming opportunity plan or naming requests.
- 5.3 AFE will collaborate with CE&C on plans for announcements and celebrations regarding naming and recognition. Announcements shall be made public only after the naming has received the appropriate approval set out in this Policy and the AFE has been made aware.
- 5.4 The approving authority (including the AHS Board) shall, when requested, refrain from announcing information associated with the AFE, donor name, or naming opportunity when publicly announcing a naming event.

#### 6. Grandfathering, Limitations, and Revocation

- 6.1 Naming and recognition agreements currently in place shall continue to operate under their current agreement(s) and will not be affected by this Policy. Additions to or amendments of any grandfathered agreement shall conform to the criteria and conditions set out in this Policy.
- 6.2 Naming and recognition may be time limited or in perpetuity as determined by the respective AHS approval level.
- 6.3 AHS reserves the right to revisit, reconsider, or revoke naming and recognition if it is deemed to be no longer in the best interests of AHS or the AFE, or in the case that the mission, vision, and values of the AFE or donor no longer align with those of AHS.
- 6.4 AHS shall clearly articulate to the AFE, any limitations or changes made to the recommended timeframe established at the time of approval. In the event that limitations or changes to the recommended timeframe are considered, or revocation is deemed necessary, AHS shall work with the AFE to reach a resolution prior to the change or revocation of the naming or recognition.
- 6.5 Revocation of naming or recognition must be approved by the AHS Board, where applicable, and shall be communicated through the AHS Board Office as required. Revocation of Type I to III naming or recognition shall be approved and communicated through the appropriate AHS leadership as required.

## 7. Appeals

- 7.1 If a naming request is not approved and the AFE is not satisfied with the rationale provided as per Section 1.9, the AFE may appeal directly to applicable AHS leadership based on the level of request.
- 7.2 Appeals shall be coordinated through CE&C.
- 7.3 The appeal should be directed to the respective AHS leadership which is one approval level above the initial submission level:
- a) For Type I and II naming requests appeals should be directed to the respective AHS Zone executive leadership.
  - b) For Type III and IV naming requests appeals should be directed to the AHS Board.
  - c) Appeals for Type V naming requests may be directed to the AHS Board for consideration. If appropriate, the AHS Board shall forward the appeal to the Alberta Minister of Health for final consideration and approval.
- 7.4 Once a formal appeal is filed, AHS shall retain all records pertaining to the appeal, including a record of any communication with the AFE, in accordance with the AHS *Records Management Policy* and *Records Retention Schedule*.
- 7.5 An appeal may be escalated to the AHS Board if it is denied at subsequent approval levels. Decisions of the AHS Board are final with respect to naming Types I to IV.

## 8. Benchmarking and Documentation

- 8.1 Intent:
- a) This process is intended to identify best practices that lead to improvements through the collection and storage of standardized data.
  - b) This process will compile a body of knowledge that indicates best practices which can be accessed by AHS naming request approvers and AFEs seeking general statistics for use in creating their own naming plans.
  - c) The emerging standards derived from this process will be utilized to create consistency across institutions that are comparable in size and scope.
- 8.2 Key roles and responsibilities:
- a) AFEs shall be responsible for:
    - (i) Capture and submission of suggested naming and recognition criteria to CE&C for collection and storage.

- (ii) Accessing the *Naming Request Tracking Log* through the Foundations Portal, as required.
    - b) CE&C shall be responsible for:
      - (i) Collecting, compiling and storing benchmarking data as submitted by AFEs (custodian).
      - (ii) Correcting errors in the *Naming Request Tracking Log* as reported by AFEs or as necessary.
      - (iii) Retrieving benchmarking information when requested by AFEs or AHS naming request approvers.
    - c) AHS naming request approvers shall be responsible for:
      - (i) Contacting Foundation Relations for access to benchmarking materials, as required.
- 8.3 Process:
- a) Benchmarking information should be captured in the *Philanthropic Naming Recognition Data Collection Form* and stored in the *Naming Request Tracking Log*.
  - b) AFEs shall submit in a timely manner, suggested benchmarking criteria to CE&C, as required, for documentation in the *Naming Request Tracking Log*.
  - c) Information shall be submitted through the Foundation Relations general email address (foundationrelations@ahs.ca).
  - d) AFEs shall access the *Naming Request Tracking Log* through the Foundations Portal, as required.
  - e) CE&C and the AFE will coordinate in planning any public announcements or events related to naming or recognition requests.
- 8.4 Record retention and information management requirements:
- a) All records shall be redacted to protect patient / donor confidentiality.

## DEFINITIONS

**Affiliated fundraising entities (AFE)** means a foundation, trust, auxiliary, or other charitable organization duly registered and established in accordance with the laws and statutes of Alberta which has an affiliation with AHS, whether by legislation or agreement. Through such affiliation it is understood that the AHS Board is committed to mutually supportive working relationships for the purpose of furthering health care and joint philanthropic goals.

**Executive leadership team** means the current members of the body as appointed by AHS.

**Honorific** means to grant admiration, respect, and esteem to outstanding individual(s) or entity(ies) for distinguished service and/or contribution within the community and which furthers the advancement of health care in Alberta.

**In perpetuity**, for the purposes of this Policy, shall be applicable for the lifespan of the relevant site and/or facility. Naming in perpetuity is non-transferrable from one site and/or facility to another.

**Philanthropic** means the act of philanthropy; charitable gift, donation, or commitment of funds without expectation of reward, favour, or recompense for the purpose of furthering human health and wellbeing.

**Site leadership** means the individual(s) responsible for a specific facility of operation within AHS.

**Timeframe** means the length of time that the naming opportunity will be in effect as determined by the AHS Board in consultation with CE&C, the operational lead, and the AFE.

**Zone executive leadership** means the leadership team consisting of a Chief Zone Officer and a Zone Medical Director, which shares responsibilities and accountabilities for the clinical and operational decision-making of their designated zone.

## REFERENCES

- Appendix A – *Recommended Criteria for Philanthropic Naming and Recognition*
- Alberta Health Services Governance Documents:
  - *Conflict of Interest Bylaw*
  - *Records Management Policy (#1133)*
  - *Records Retention Schedule (#1133-01)*
- Alberta Health Services Forms:
  - *Philanthropic Naming Recognition Data Collection Form (#20420)*
- Alberta Health Services Resources:
  - *Naming Request Tracking Log*
- Non-Alberta Health Services Documents:
  - *Hospitals Act (Alberta)*
  - *Regional Health Authorities Act (Alberta)*
  - *Regional Health Authorities Regulation (Alberta)*

## VERSION HISTORY

| Date               | Action Taken                 |
|--------------------|------------------------------|
| March 16, 2012     | Initial approval / effective |
| September 13, 2012 | Revised                      |
| December 08, 2016  | Revised                      |

## APPENDIX A

**Recommended Criteria for Philanthropic Naming and Recognition**

Subject to Section 1.2 of this Policy, the following criteria shall be considered for any AHS naming and recognition opportunity during the development of the naming and recognition opportunities plan and as part of the documentation of comparative benchmarks:

**1. Name of recognition/naming**

1.1 Name of recognition/naming means the title of the philanthropic or honorific recognition/naming.

**2. Area/Site location**

2.1 Area/site location means the physical location(s) of the site(s) and/or area(s) to which the recognition/naming is applied.

**3. Program**

3.1 Program means the AHS program which the recognition/naming is applied to. This may be separate from or included with the area/site location.

**4. Scope**

4.1 Scope means the span of applicability which the recognition/naming covers. This could refer to either provincial, regional, urban, or rural recognition/naming.

**5. Amount**

5.1 Amount means the donated dollar value of the philanthropic or honorific recognition/naming.

**6. Term or in-perpetuity**

6.1 Term or in-perpetuity means whether or not the recognition/naming can be applicable for a fixed term or indefinitely (in-perpetuity).

**7. Prominence / Philanthropic Value**

7.1 Prominence means the fundraising capacity for recognition/naming opportunities, as demonstrated by the propensity of the AFE to recognize a gift from the donor in a recognition or naming related to a specific site, program area, or health care initiative. Traffic and visibility should also be considered.

**8. AFE size/Annual revenue**

8.1 AFE size/annual revenue means the magnitude of the AFE as determined by the scope of activity and annual revenue figures.

**9. Year**

9.1 Year means the year in which the recognition/naming was approved.