



Naming Opportunities

Category:	Governance
Number:	
Audience:	Staff and Faculty, Donors
Last Revised:	April 9, 2017
Owner:	President
Approved by:	Board of Governors
Contact:	Secretary to the Board (ext. 2100)

Introduction

First Nations University of Canada (FNU) from time to time honors individuals or organizations by naming after them buildings, part of buildings, scholarships, programs, professorships or other campus spaces, positions, programs or activities deemed appropriate by the Board of Governors upon the recommendation of the President. Because a name is usually given in perpetuity, the University seeks to ensure that those who are so honored are worthy and that the purposes of the gift are consistent with FNU's mission and strategic priorities.

Periodically, the President recommends to the Board of Governors a list outlining the level of gift that would qualify donors for particular naming opportunities. On rare occasions, upon the recommendation of the President, the Board of Governors might choose to honor someone who has given the University outstanding service or whose gift has not met the prescribed level.

FNU welcomes the opportunity to honour those who have rendered outstanding service to the University. It also welcomes the opportunity to honour individuals whose generous philanthropic benefactions make possible the construction or restoration of buildings, the establishment of endowed chairs, the development of programs.

Policy

- Several factors govern the granting of named recognition at FNU:
 - a protocol to establish recognition to those who render outstanding benefaction and/or exemplary service to the University;
 - consistency in the tributes paid by the University to its supporters;
 - appropriate utilization of the very limited number of naming opportunities;
 - guidance for those responsible for discussions with donors.
- The decision to accept or decline any new proposal to name at FNU or to discontinue or transfer an existing named space rests with the Board of Governors.

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3. The acceptance of any philanthropic donation which involves a proposal to name is conditional upon approval of the naming by the Board of Governors.
4. Naming of academic units shall not impede the University from altering its academic and research priorities and shall conform to all University policies and guidelines governing the establishment of such entities.
5. Notwithstanding any other provision of this Policy, no naming will be approved or, once approved, continued that could reasonably compromise the University's public image, reputation or commitment to its academic mission and values. The decision to decline or discontinue a naming rests with the Board of Governors as recommended by the President.
6. No name will be approved that will imply the University's endorsement of a partisan political or ideological position or of a commercial product. This does not preclude a naming with the name of an individual who has at one time held public office or with the name of an individual or a company that manufactures or distributes commercial products.
7. When named recognition has been granted for a gift received, it will normally be honoured in perpetuity. In the event of changed circumstances, e.g. if a facility no longer exists, the University reserves the right to determine the form in which such a perpetual recognition shall take.
8. According to the specifics of the gift agreement, it may be appropriate to offer named recognition for a limited period of time. In this case, FNUUniv is obligated to honour the name for that period of time, subject to renewal of the opportunity. Continuation of the naming is contingent upon the funding and the nature of the specific gift agreement.
9. FNUUniv is the ultimate owner of all properties and programs, regardless of their name. Naming Gifts may be pledged over a 5-year period. Naming gifts that do not require immediate distributions may be included in a donor's estate plan. Exceptions may be approved by the President for extraordinary gifts. Distributions from endowment funds will commence one-year following the fulfillment of the pledge unless a donor makes an additional annual commitment to provide the funding necessary.
10. The Board of Governors may choose to grant recognition through a naming provided that the donor will provide all or a major part of the cost of funding a facility or activity.
11. Provisions in this Policy that refer to naming for a benefactor also in general apply to naming for a third party at the wish of a benefactor.
12. Only in exceptional circumstances will facilities or activities be named to honour outstanding service of members of faculty or staff while the honouree remains in the full time employment of the University. Members of faculty and staff making philanthropic donations remain eligible for naming recognition.
13. The Secretary to the Board shall be responsible for maintaining and updating an inventory of named facilities.
14. The University reserves the right to decide on the physical displays which may accompany named recognition. Plaques or other signs recognizing donors and named spaces shall be of

a generally uniform design and consistent with the University's branding guidelines. The President shall be consulted on all named space recognition signage.

15. Should a named building be demolished or significantly renovated, the University will offer the donor another opportunity for naming.

16. This Policy does not apply to sponsorship arrangements negotiated with the University.

Role and Responsibilities

President

- Foster opportunities for naming as appropriate
- Determine space(s) that could be named
- Determine the limit of gifts that will be accepted for naming purposes

Board of Governors

- To review, approve, and discontinue naming suggestions as recommended by the President

Consequences for Noncompliance

In the unlikely circumstance when a donor fails to follow through on a commitment, to maintain the high standards of the institution upon which the original honor was based or for other reasons deemed appropriate by the President and Board of Governors (for example, if the circumstances of the named individual or organization should in any way stand to have a negative impact on the reputation of FNUUniv), even though the donor has completed his or her philanthropic obligation, the University retains the right to revoke the name. The removal must be approved by the FNUUniv Board of Governors.

Related Information

- Fundraising and Gift Acceptance Policy
- Naming Opportunities – Procedure Statement