

NAMING & DEDICATION OF FACILITIES

POLICY

The naming and dedication of various Hospital facilities is a significant part of Campbellford Memorial Hospital's history. From the original naming of the Hospital in recognition of its initiating contribution, the Campbellford Memorial Hospital has demonstrated its willingness to foster the tradition of giving by honouring individuals whose generous contributions make possible the construction or restoration of buildings, the establishment of endowments or the development of programs.

PURPOSE

The purpose of this policy is to clarify and consolidate the conditions under which named recognition may be granted at Campbellford Memorial Hospital. The purposes of this policy are as follows:

1. to establish and promote consistency in the tributes paid by the Hospital and Foundation to their supporters;
2. to ensure appropriate utilization of the very limited number of naming opportunities;
3. to provide guidelines for those involved in discussions with donors;
4. to provide guidelines for the Hospital's Board of Directors in approving naming proposals;
5. to provide a protocol for establishing recognition to those who render outstanding benefaction and/or exemplary service to the Hospital.

Scope

This policy operates in concert with Campbellford Memorial Hospital Foundation's (CMHF) "Recognition Policies and Operating Guidelines" and "Gift and Sponsorship Acceptance Policy". This policy guides the granting of named recognition at Campbellford Memorial Hospital for:

1. Buildings or substantial parts of buildings (e.g. rooms, wings, laboratories);
2. Special teaching, recreational, service or other facilities;
3. Endowed funds for equipment, program funding or recreation;
4. Such other entities as the Hospital may from time to time see fit to name in order to recognize service or gift contributions.

PROCEDURE

1. Authority to accept or decline any naming proposal rests with the Hospital's Board of Directors in consultation with the CMHF's Board of Directors.
2. Any gift which involves a proposal to name is conditional upon approval of the naming by the Board of Directors.

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3. When long-term named recognition has been extended for a gift received for a minimum of 10 years, subject to changes in the physical facility or its use.
 4. From time to time, it may be appropriate to offer named recognition for a limited period of time. In this case, Campbellford Memorial Hospital is obligated to honour the name for that period of time, subject to renewal of the opportunity.
 5. 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 the benefactor.
 6. The CMHF shall be responsible for maintaining and updating an inventory of named facilities and current opportunities and provide this information to the Hospital.
 7. The Board of Directors retains the power to revoke naming situations in consultation with the CMHF.

GUIDELINES REGARDING GIFT RECOGNITION

1. All negotiations for naming rights will be coordinated between the Hospital and Foundation. The Foundation will prepare proposals and/or make a recommendation to the Hospital Board on any major naming decisions.
2. For the naming of construction or refurbishment of buildings, areas and rooms, naming will normally be considered only if the amount of the donation will be at least equal to 50% of the construction cost of the area to be named.
3. The name used should normally be the surname or the shortest possible name to promote common usage of the full name.
4. In the event of demolition or destruction of a structure, the manner of any name attaching to it or parts of it or to any replacement structure will be either determined consistent with any legally binding obligation or will be the subject of negotiation.
5. The style of naming of structures and facilities should be consistent with any Hospital corporate style as approved by the C.E.O. and/or Hospital Board.
6. Naming rights carry no power of direction to the Hospital on matters of policy, purchasing, or any other Hospital processes.

CRITERIA FOR PRIORITIZING NAMES

1. How relevant is the naming to the individual (i.e. was the individual a firm advocate or proponent for the project)?
2. Value of service to the hospital and the community (did the service stretch beyond duty or expectation to selfless service)?
3. Value of gift (what portion of the project will be covered by the gift)?

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4. Impact of naming (which name will have the longest-term value in making the project meaningful to the greatest portion of the community)?
 5. Sustainability of the gift (is there potential for ongoing support of the operation of the project, whereby the cost of maintenance may be more than creation)?
 6. Value of recognition (does the gift to create the project truly relate to the “marketing” value of the recognition)?
 7. Is there significant “damage” in choosing one name over another?
 8. How long will the project be a valued opportunity? Will it get sufficient use, will it fall into disrepair 20 years from now or still have the same value?

Approved: Board of Directors, CMH & CMH Foundation
Date: Mar 2002, May 2011 (r)