



Name:	Naming Policy
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Approving Authority:	Board of Governors
Approved:	October 25, 2019
Responsible Office:	Office of Advancement & External Affairs
Responsibility:	Vice-President, Advancement & External Affairs
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Supersedes:	Not Applicable
Next Required Review:	October 20, 2028

1. Preamble

Saint Mary's University welcomes gifts from individuals, foundations, and organizations to help us achieve our mission and vision. In recognition of these voluntary commitments, the University may grant a naming opportunity.

Saint Mary's University acknowledges that we are in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq People. This territory is covered by the "Treaties of Peace and Friendship" which Mi'kmaq and Wolastoqiyik (Maliseet) peoples first signed with the British Crown in 1725; along with our commitment to the Scarborough Charter on Anti-Black Racism and Black Inclusion in Canadian Higher Education: Principles, Actions and Accountabilities.

2. Purpose

This policy sets out the framework for the identification, valuation, approval, and maintenance related to the naming of tangible and intangible university assets, existing or proposed, in recognition or individuals, foundations and organizations.

3. Jurisdiction/Scope

3.1 Naming opportunities will be consistent across all areas of the University and administered by the Office of Advancement & External Affairs (Advancement), which has oversight responsibility for all aspects of the application and management of philanthropic and honorific naming opportunities.

3.2 Naming of university assets shall be made _____-wide and applies to all faculty, staff, students, v
of Governors who seek to recognize a contribution with a naming.

3.4 This policy excludes signage or other forms of recognition associated with sponsorship opportunities negotiated with the University.

3.5 This policy and associated implementation guidelines are informed by applicable policies and guidance offered by the Canada Revenue Agency for donor recognition.

4. Definitions

- a. **Donor/Potential Donor:** A person or entity that has given/may wish to give a charitable donation.
- b. **Gift Agreement:** A written agreement between a donor and the University including the terms of accepting a philanthropic donation and the tea d d(and)[ac]-2 T0 Tc 0 Tw ()nda5c 0 Tw ()nd ew 2.185 0

upon which naming considerations will be approved:

- Namings may be approved to recognize expendable gifts, endowed gifts, pledges, and gifts-in-kind;
- Namings proposed in recognition of planned gifts (i.e., bequests) will be submitted for approval when the philanthropic gift is received.
- Irrevocable planned gifts where ownership of the asset has been transferred to the University may be eligible for naming opportunities at the time of the transfer of ownership with special #x

In exceptional circumstances, naming

8. Duration, Installation and Modification of Namings

8.1 Any proposal for re-naming or to bestow additional names on a university asset shall adhere to the same principles and requirements outlined in this Policy.

8.2 No commitment to a naming shall extend beyond the life or existence of the entity named or alternatively, for the stated limited time.

8.3 Where appropriate, time limitations for naming opportunities may be established with the donor or proponent of the naming proposal and will be outlined in a gift agreement.

8.4 Normally, the approved name is made public through an announcement and the installation of signage will only take effect when a significant portion (minimum of 40%) of the donation has been received by the University. Exceptions will require the written approval of the Vice-President, Advancement & External Affairs. If a pledge is in arrears at the time of installation, consultation with the Vice President, Advancement & External Affairs should occur in advance of the installation.

8.5 Where a physical space has been named, the University will continue to use the name so long as the facility or component remains in use and serves its original function, or until the time that has been agreed upon in the gift agreement. When the use of a facility or component changes substantially prior to the normally anticipated life span of the space because of academic restructuring, renovation, demolition or other reasons, the University may retain the use of the name, name another comparable room or facility, or retire the use of the name, communicating in advance with the donor or donor representative, if possible and appropriate.

8.6 If a commemorative tree or bench becomes unsightly due to disease, va es

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