



Administrative Policy Manual
Code: AW Facilities Management

AW0500 – NAMING PRIVILEGES

1.0 PURPOSE AND SCOPE

- To establish a consistent approach and approval process for the naming of Interior Health (IH) physical assets and facilities. This policy will apply to IH and any hospital foundation or auxiliary, or subsidiary or affiliate thereof, connected with IH.
- Physical assets and facilities can be named for the following reasons:
 - recognizing monetary or other financial contributions to health care within the community (philanthropic);
 - recognizing distinguished service and/or community contribution that furthers the advancement of health care (honorific);
 - recognizing geographic, regional identity, or functional attributes (functional/geographic), and
 - recognizing indigenous translation of facility names.
- This policy governs the naming of IH facilities and physical assets including the related philanthropic activities of IH affiliated foundations and auxiliaries. The foundations or auxiliaries will coordinate the naming approval process through identified fundraising campaigns in collaboration with IH who retains the decision-making authority and responsibility for managing the naming process.

2.0 DEFINITIONS

TERM	DEFINITION
Facilities and Assets	Includes land, buildings and parts thereof, machinery, equipment, works of art and services or programs.
Functional	A room or space designated for, or suited to, a particular operation or use – e.g., library, rehabilitation, diagnostic services, etc.
Honorific	Bestowing honor or respect to outstanding individuals in recognition for distinguished service and/or contribution within the community or public service.
Naming Privileges Opportunity	An opportunity, plan, or proposal to name a public asset including buildings, or parts of buildings (wings, floors, atriums, rooms, etc.), to recognize service or financial contribution.
Philanthropic	The act of giving – a gift, donation, or bequest which has real or in-kind monetary value.
Programmatic	A plan of action implemented to accomplish a clear objective which is related to the vision, mission, values, and strategic direction of the organization.

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3.0 POLICY

3.1 Naming opportunities may include, but shall not be limited to the following types of facilities and assets:

- new construction;
- significant renovation or addition of space;
- existing facilities;
- major equipment; or
- any asset, tangible or otherwise, as deemed appropriate by IH, including Academic Chairs and Operational Programs.

3.2 Decisions to name facilities, functions, programs, research chairs or major equipment shall align, to the extent reasonably ascertainable, with IH's vision, mission, values, and strategic direction.

3.3 The approval of a naming opportunity should not result in additional costs for IH, excluding any costs directly associated with the approval process, without prior authorization.

3.4 Naming opportunities should be concise and limited to the names of donors and/or their company.

3.5 A naming opportunity will not be approved if it:

- is likely to have a negative impact on the image or reputation of IH or any foundation or auxiliary associated with IH;
- proposes a name in recognition of the asset that includes the name of an organization or business whose products, services, or practices are directly involved with unhealthy lifestyles (e.g. tobacco, alcohol, and non-medical cannabis);
- implies endorsement of a partisan, religious or ideological position (does not preclude use of the name of an individual who has previously held public office);
- implies endorsement of a specific commercial product (does not preclude using the name of an individual or company that manufactures or distributes commercial products);

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- creates or is likely to create a conflict of interest;
- is likely to be perceived as controversial or divisive in the community; or
- includes more than two (2) individuals being recognized. Family donations can be recognized by use of a family name.

3.6 Philanthropic donations must cover a reasonable portion of the cost of the facility or asset (see Appendix 6.1).

3.7 Honorific naming of individuals still in the service of IH or related foundations or auxiliaries will not be considered, except where specifically approved by the IH Board of Directors.

The following criteria will be considered in evaluating an Honorific naming opportunity:

- A distinguished service nominee shall have made an extraordinary contribution in terms of a professional or public service nature over a considerable length of time. The contribution must be well documented and broadly acknowledged within the community in which the applicable asset resides. Specifically, the nominee will have achieved distinction in one or more of the following:
 - While serving the organization in a professional capacity, the individual has demonstrated high professional distinction and/or has earned provincial, national or international recognition;
 - While serving the organization in an important administrative capacity, the individual has rendered distinguished service which warrants recognition of the individual’s exceptional contributions to the welfare of the organization; or
 - The individual has contributed in truly exceptional ways to the welfare of the organization or community in which the applicable asset resides, or has achieved such distinction as to warrant recognition.
- How the nominee’s contribution relates to Interior Health’s mission, vision, values and strategic plan.
- How naming the asset in honour of the nominee will reflect the history, purpose and diversity of the organization.
- Whether the contribution of the nominee is likely to be recognized well into the future.
- The relationship of the applicable asset to the nominee.

3.8 Aboriginal translations of facility names may be included where the aboriginal name has been recommended by the relevant First Nation.

3.9 Naming decisions must be done in accordance with the Provincial Government of British Columbia Naming Privileges Policy.

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3.10 Naming and recognition opportunities are classified as one of the following types and conform to the contribution thresholds outlined in Appendix 6.1:

- Type I – Facilities and other major structures (External Facilities)
- Type II – Departments, program floors or wings, and atriums (Internal Facilities)
- Type III – Internal areas, spaces and programs (Internal Spaces)
- Type IV – Major Equipment (>\$1million)
- Type V – Other Capital Equipment/Assets
- Type VI –Recognition plaques, etc. (Tribute Markers)
- Type VII – Research & Academic Chairs
- Type VIII – Operational programs
- Type IX – Indigenous facility names

The contribution requirements noted for each Asset Type in Table 1 of Appendix 6.1 are targets, and may be modified or altered as appropriate by the IH Board of Directors to account for factors such as age or geographical location of the asset being named.

- 3.11 IH and the relevant foundations and auxiliaries shall mutually agree on naming opportunities associated with a capital campaign.
- 3.12 All naming opportunities that involve naming of buildings and facilities, including any structure that has an exterior name, interior spaces and major equipment shall be approved by the IH Board of Directors.
- 3.13 IH’s Board of Directors may revoke a naming right at any time pursuant to the conditions outlined in Clause 3.5 of this policy.
- 3.14 Existing names will be honored, as of approval date of this policy.
- 3.15 Perpetual naming is not implied unless expressly approved by IH Board of Directors.

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4.0 PROCEDURES

4.1 Naming Opportunity Applications

4.1.1 A written application, in a format prescribed by IH (Appendix 6.2), must be sponsored by the Vice President responsible for the facility or service to which the Naming Privilege Opportunity applies. In addition, prior to submitting an application for naming consideration, the sponsor must have received the support of the personnel set out for the naming opportunity types listed below:

Types I, II, III, VII, and VIII

The Executive Director of the program(s) and the Site Administrator to which both have responsibility for the facility for which the Naming Privileges Opportunity applies.

Types IV, V, VI and IX

The Site Administrator

4.1.2 Formal consultation will be required to be carried out by the sponsor with any individual or entity having an interest in the naming opportunity. Consultation requirements will be designed on a case by case basis and should include IH site administration, IH Communications and Public Affairs, and other individuals or entities impacting or impacted by the naming opportunity including First Nations where applicable.

4.2 Approval Process

4.2.1 Philanthropic Naming

- a) The IH naming application will be completed by the sponsor and forwarded to the applicable stakeholders, including but not limited to Site Administrator, Vice-President, Communications & Public Affairs, and foundation, for consultation.
- b) The foundation/auxiliary will provide any applicable donor agreement to the sponsor who will present, together with the naming application, to the IH Senior Executive Team for review and recommendation.
- c) In the case of Research and Academic Chair approvals, a formal agreement with the relevant university is required.

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- d) Upon the recommendation of the IH Senior Executive Team, the Vice-President will present the naming application to the IH Board of Directors.
- e) Upon approval by the Board the application and recommendations will be submitted to the Ministry of Citizens Services (or such other Ministry designated for this purpose from time to time) for approval pursuant to the Government of British Columbia Naming Privileges Policy.
- f) A request to change the name associated with a naming opportunity must be approved by the Board and government.
- g) Upon final approval, the naming application will be forwarded to the sponsor, the foundation, IH Capital Planning & Projects, Communications & Public Affairs and IH IMIT for records and systems updating.

4.2.2 Honoric Naming and Function/Geographic Naming

- a) The naming application will be completed by the sponsor and forwarded to the applicable stakeholders for consultation.
- b) The sponsor will present the naming application to the IH Senior Executive Team for review and recommendation.
- c) Upon the recommendation of the Senior Executive Committee, the President & CEO (or designate) will present the naming application to the IH Board of Directors.
- d) Upon final approval, the naming application will be forwarded to both IH Capital Planning & Projects, IH Communications & Public Affairs and IH IMIT for records and systems updating.

5.0 REFERENCES

- Government of British Columbia Naming Privileges Policy

6.0 APPENDICES

- 6.1 Naming Opportunity Tables
- 6.2 Process Flowcharts

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APPENDIX 6.1 Naming Opportunity Tables

Table 1 - Philanthropic Naming

TYPE	DONATION	MAXIMUM TERM (Note 2)	APPROVAL AUTHORITY
Type I – External Facilities New or existing facilities and other major structures	The target for naming a Type I asset is 10% of capital cost of facility or structure being considered for naming	The life of the facility or structure.	<ul style="list-style-type: none"> ● Foundation Executive Director ● IH Board of Directors ● Government of British Columbia
Type II – Internal Facilities Departments, program floors or wings, and atriums	The target for naming a Type II asset is 10% of proportionate share of facility or structure capital cost for the area being considered for naming	The life of the facility or structure within which the department, program, or wing is contained.	<ul style="list-style-type: none"> ● Foundation Executive Director ● IH Board of Directors ● Government of British Columbia
Type III – Internal Spaces Internal areas, functional spaces, programs and rooms	The target for naming a Type III space is 5% of proportionate share of facility or structure capital cost for the area being considered for naming; the minimum donation for a naming opportunity will be the greater of \$10,000 or 5% of the capital cost.	The life of the facility or structure within which the internal area, functional space, or room is contained.	<ul style="list-style-type: none"> ● Foundation Executive Director ● IH Board of Directors ● Government of British Columbia
Type IV – Major Equipment (> \$1 Million)	Minimum \$500,000	The life of the equipment.	<ul style="list-style-type: none"> ● Foundation Executive Director ● IH Board of Directors ● Government of British Columbia
Type V – Other Capital (Note 1) Equipment/Assets	Minimum \$10,000	The life of the equipment.	<ul style="list-style-type: none"> ● Foundation Executive Director ● Site Administration
Type VI – Tribute Markers (Note 1) Recognition plaques, trees, benches, small monuments, etc.	<\$10,000	The life of the building, structure, or other fixture to which the marker is attached	<ul style="list-style-type: none"> ● Foundation Executive Director ● Site Administration
Type VII – Research & Academic Positions (Chairs)	Total salary, benefits and ancillary costs directly related to the designation.	A period of time commensurate with funding support	<ul style="list-style-type: none"> ● Foundation Executive Director ● Relevant University ● IH Board of Directors ● Government of British Columbia
Type VIII – Operational Programs	25% or more of the ongoing operational costs	The length of the program (minimum 5 years of funding)	<ul style="list-style-type: none"> ● Foundation Executive Director ● IH Board of Directors ● Government of British Columbia
Type IX – Indigenous Facility Names	n/a	n/a	n/a

Notes

1. This falls under current practices and procedures for the foundations and auxiliaries, but would include discretionary consultation with IH.
2. The terms noted here are for a maximum of the life of the facility, structure, space or equipment; accordingly, the IH Board reserves the right to assign a shorter term

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APPENDIX 6.1 Naming Opportunity Tables

Table 2 - Honoric Naming and Function/Geographic Naming

TYPE	MAXIMUM TERM (Note 1)	APPROVAL AUTHORITY
Type I – External Facilities New or existing facilities and other major structures	The life of the facility or structure.	<ul style="list-style-type: none"> ● IH Senior Executive Team ● IH Board of Directors
Type II – Internal Facilities Departments, program floors or wings, and atriums	The life of the facility or structure within which the department, program, or wing is contained.	<ul style="list-style-type: none"> ● IH Senior Executive Team ● IH Board of Directors
Type III – Internal Spaces Internal areas, functional spaces and rooms	The life of the facility or structure within which the internal area, functional space or room is contained.	<ul style="list-style-type: none"> ● IH Senior Executive Team ● IH Board of Directors
Type IV – Major Equipment (> \$1 million)	The life of the equipment.	<ul style="list-style-type: none"> ● IH Senior Executive Team ● IH Board of Directors
Type V – Other Capital Equipment/Assets	The life of the equipment.	<ul style="list-style-type: none"> ● IH Senior Executive Team ● Site Administration
Type VI – Tribute Markers Recognition plaques, trees benches, small monuments, etc.	The life of the building, structure, or other fixture to which the marker is attached.	<ul style="list-style-type: none"> ● IH Senior Executive Team ● Site Administration
Type VII – Research & Academic Positions (Chairs)	n/a	n/a
Type VIII – Operational Programs	n/a	n/a
Type IX – Indigenous Facility Names	The life of the facility or structure	<ul style="list-style-type: none"> ● IH Senior Executive Team ● Site Administration

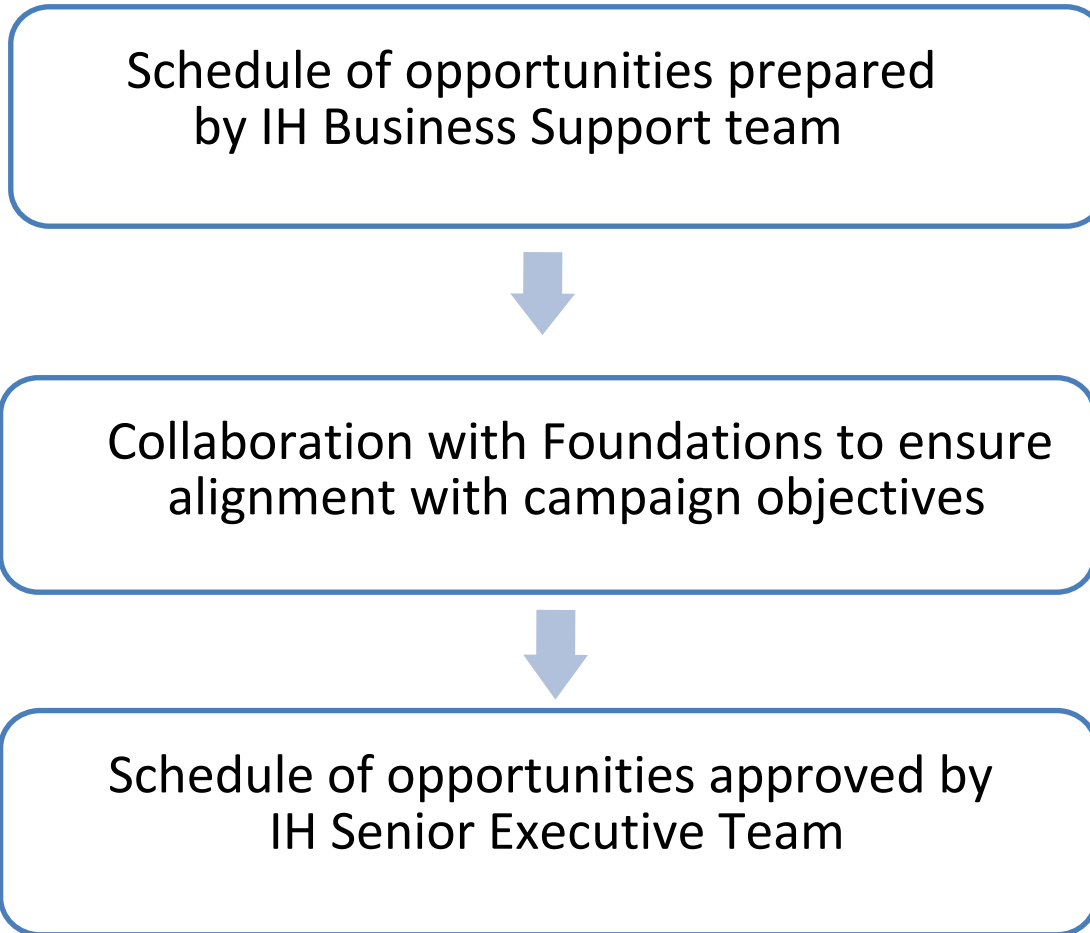
Notes

1. The terms noted here are for a maximum of the life of the facility, structure, space or equipment; accordingly, the IH Board reserves the right to assign a shorter term.
2. Honoric naming does not include Type VII and Type VIII

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APPENDIX 6.2 Process Flowcharts

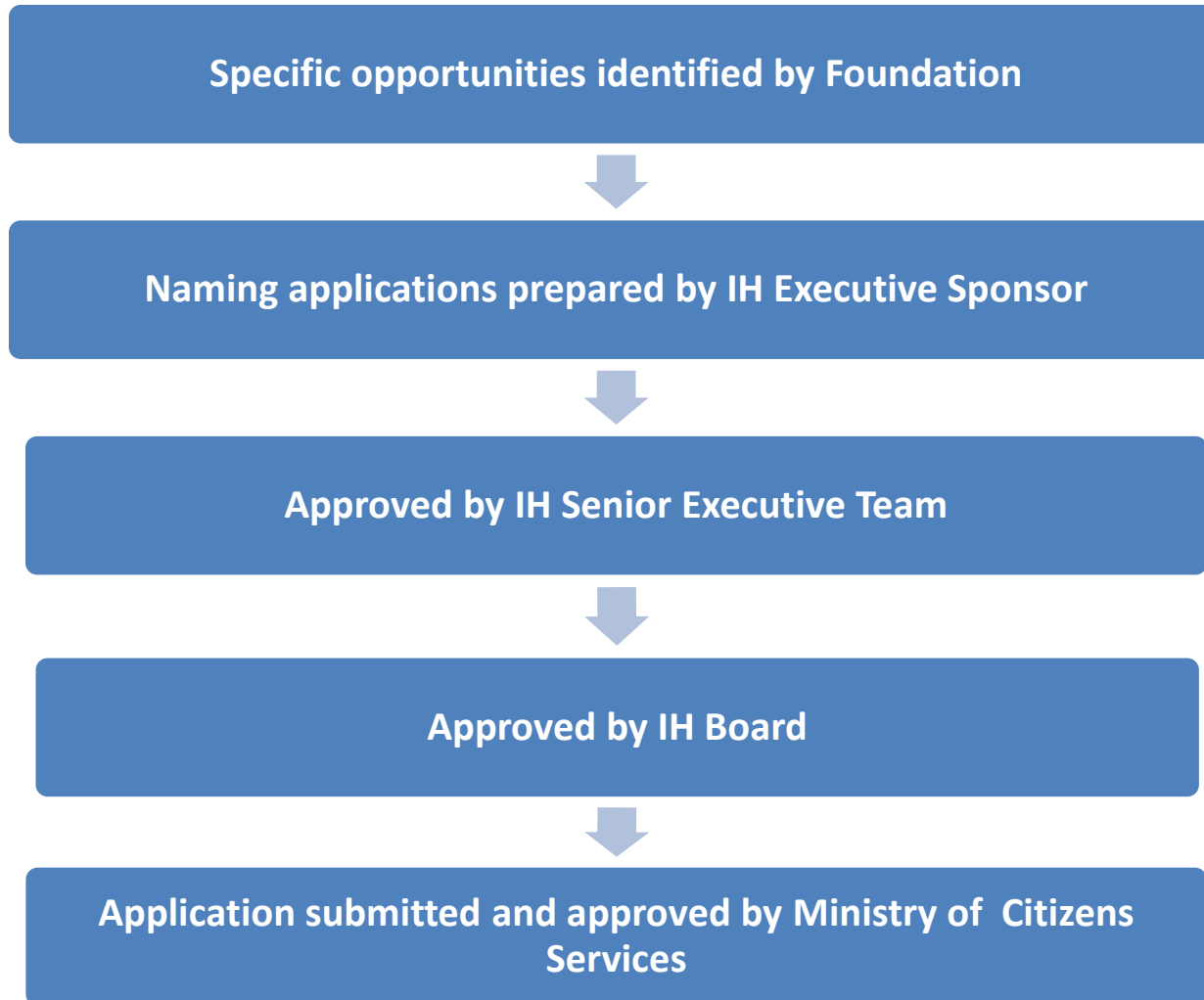
Facility Naming – Creating Opportunities



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APPENDIX 6.2 Process Flowcharts

Facility Naming - Process and Approval



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