



PHILANTHROPIC NAMING POLICY

Policy Type:	Board	Initially Approved:	November 3, 2025
Policy Sponsor:	President and CEO	Last Revised:	November 3, 2025
Responsible Unit:	External Relations	Review Scheduled:	November 2030
Approver:	Board of Governors		

A. OVERVIEW

Alberta University of the Arts (AUArts) welcomes the opportunity to recognize and honour philanthropic contributions with “Naming”. While recognizing the importance of names in creating a welcoming and inclusive environment.

B. PURPOSE

Philanthropic support is a welcomed and critically important contribution to the achievement of Alberta University of the Arts’ (AUArts) mission, vision and strategic plan. This policy applies to recognition of philanthropic support in naming as a distinct component of recognition, aligned to the Philanthropy Policy and Procedure and the Acceptance of Philanthropy Policy and Procedure.

C. SCOPE

This Policy and the Philanthropic Naming Procedure govern the following naming practices at AUArts, apart from the noted “Exclusions”.

Naming as a result of philanthropy is most typically applied to the following list, but consideration can be given to other proposed applications.

- a) Tangible assets and facilities
 - i. New or existing physical structures, spaces, and facilities within AUArts oversight.
 - ii. Collections or other physical assets that are not considered part of AUArts facilities, physical environment or spaces.
- b) Intangible assets that are not physical in nature
 - i. Events, program series, exhibitions, conferences, symposia or other engagements.
 - ii. Initiatives or activities new or previously existing related to the AUArts vision, mission and strategic plan.

c) Exclusions

- i. Sponsorship benefits and agreements. Naming rights could be agreed upon for events, programs, projects of a short-term nature with the approval of the Executive Director, External Relations, and for commitments over signing authority with the additional approval of the President and CEO.
- ii. Student Awards. Naming recognition for student awards is set out in the *Student Award Policy*.
- iii. Honorific naming. Such naming is not within the scope of philanthropy, but could occur in rare circumstances. This could occur with the consultation and approval of the Executive Director, External Relations, and for commitments over signing authority with the additional approval of the President and CEO.

D. POLICY STATEMENT

Naming at AUArts is primarily a form of recognition for philanthropic contributions.

1. PHILANTHROPIC NAMING

- 1.1 Recognizes gifts which have real or in-kind monetary value, as determined by AUArts and in compliance with the Canada Revenue Agency and other regulations.
- 1.2 Valuation of philanthropic naming is not based on dollar value alone, rather it is determined based on several factors including contributions tied to naming, the philanthropic campaign at the time, the university's progress with its strategic plan, the strategic importance of the gift, the impact contribution(s) have had, or will have, on the university's programs, as a form of recognition and/or gratitude to the contributor(s) and other factors.

2. NAMING PRINCIPLES

- 2.1 No naming will be approved that is deemed to be, or have significant potential to be, detrimental to AUArts' reputation or the Government of Alberta's mandate.
- 2.2 Naming shall not contravene any AUArts policy nor any regulations.
- 2.3 Naming is independent of all AUArts operations, and the benefactor shall have no involvement/influence in the institution's affairs as a consequence of the naming.
- 2.4 To ensure equity, naming shall be undertaken in accordance with relevant fundraising and development policies, including the Acceptance of Philanthropy Policy.
- 2.5 In consideration of naming, care should be taken to ensure:
 - a) naming is clear, distinct, and makes all effort to mitigate confusion or a lack of understanding.
 - b) distinction if there is similar recognition naming elsewhere.
 - c) cost implications are considered carefully.
 - d) minimal name change occurs in high-profile tangible or non-tangible spaces.
- 2.6 Naming shall not imply AUArts' endorsement of any partisan political or ideological position, or any product or service.

- 2.7 Current members of the Board of Governors and current holders of a political office are not eligible for Philanthropic naming, unless exceptional approval is granted by the Board of Governors.

3. POLICY EXCEPTIONS

- 3.1 The President and CEO may recommend to the Board of Governors exceptions to this policy for approval.

E. ROLES AND RESPONSIBILITIES

- 3.2 **Executive Director, External Relations**, is responsible for consideration, consultation and development of proposals and recommendations, and is responsible for the Philanthropic Naming Policy and Procedure. The Executive Director, External Relations undertakes due diligence before any proposals are recommended to the next stage of the authorization process, including appropriate consultation with the President and CEO's Cabinet and with affected units. The Executive Director, External Relations must be included in the early stages of any proposed naming conversations. The Executive Director, External Relations seeks approval from the President and CEO for valuations over their signing authority. The Executive Director, External Relations can recommend to the President and CEO to abolish current naming.
- 3.3 **President and CEO** has final responsibility and approval authority in recognition of gifts under \$100K.
- 3.4 **Board of Governors** has final responsibility and approval in recognition of gifts over \$100K.
- 3.5 **Southern Alberta Institute of Technology (SAIT)** is the owner of the AUArts building and the AUArts landlord. AUArts agreements with the donor will ensure this fact is clarified. AUArts will consult with SAIT as needed.

F. DEFINITIONS

Philanthropy:	An act, gift, service, effort and/or initiative done, made, conducted or given to support the achievement of AUArts' mission, vision and Strategic Plan. Philanthropy can be a one-time or ongoing series of activities and/or actions made by individuals, foundations, corporations or organizations conducted in good faith to support AUArts without expectation of benefit to self.
Philanthropic Gift:	This can be in the form of a contribution of cash, gifts-in-kind, gifts-of-service, securities, bequests, life insurance, real estate, insurance, bequests, annuities, trusts, grants, community collaborations and projects. These contributions may or may not be for one-time use, restricted use, or any other agreements made. Also known as "donation", "charity", "gift", "contribution".

Philanthropic Gift Agreement:

A document executed between the philanthropist and Alberta University of the Arts, outlining the terms of the gift of philanthropy. Also known as a “Gift Agreement”

Term:

Effective dates of the agreement.

G. RELATED POLICIES

- Acceptance of Philanthropy Policy
- Philanthropy Policy

H. RELATED LEGISLATION

- Alberta Charitable Fundraising Act
- Association of Fundraising Professionals Code of Ethical Standards
- Canada Income Tax Act (Canada Revenue Agency)
- Post-secondary Learning Act (Alberta)

I. RELATED DOCUMENTS

- Philanthropic Naming Procedure
- Acceptance of Philanthropy Procedure
- Philanthropy Procedure

J. REVISION HISTORY

Date (mm/dd/yyyy)	Description of Change	Sections	Person who Entered Revision (Position Title)	Person who Authorized Revision (Position Title)
11/03/2025	NEW Policy	All	Executive Director, External Relations	President and CEO