



**NORTHUMBERLAND HILLS
HOSPITAL FOUNDATION**
Better Care for Our Community

NAME:	DONOR RECOGNITION POLICY	DOCUMENT TYPE:	Policy
DOCUMENT NUMBER:	P-0002	CATEGORY:	Governance
APPROVED BY:	BOARD OF DIRECTORS	PAGE	1 OF 4
DATE OF ISSUE:	February 26, 2021	NEXT REVIEW DATE:	FEB/2024

PURPOSE

The Donor Recognition Policy establishes guidelines for the appropriate, equitable, and consistent recognition of gifts to the Northumberland Hills Hospital (the "Hospital") and administered by the Northumberland Hills Hospital Foundation (the "Foundation").

The goal of this Policy is to establish accountability to donors by:

- a) Applying a centralized, coordinated framework for donor recognition;
- b) Establishing bodies authorized to apply this Policy and make decisions about exceptions to this Policy; and
- c) Identifying guiding principles which govern various types of donor recognition

APPLICATION OF THIS POLICY

This Policy is approved by the Northumberland Hills Hospital Foundation Board (the "Foundation Board") and Northumberland Hills Hospital Board (the "Hospital Board").

Any new or unique circumstances related to donor recognition opportunities beyond the scope of this Policy must be reviewed and approved by both the Hospital Board and the Foundation Board.

DEFINITIONS

"Hospital Assets" are hospital facilities inside the hospital and exterior on hospital grounds, hospital functions, and hospital programs

"Recognition Elements" are specifically identified and named Hospital Assets

"Naming Opportunity" refers to the naming of a specific Hospital Asset using the name of the donor(s)

"Dedication Opportunity" refers to the dedication of a specific Hospital Asset

GUIDING PRINCIPLES

1. Complete confidentiality and donor anonymity is a donor's right and privilege. Unless otherwise directed by a donor, no public acknowledgement of a gift will be made. Consent of the donor must be documented prior to public donor recognition.
2. The Hospital and Foundation shall mutually agree on a comprehensive list of Hospital Assets which are available to be used for donor recognition, and minimum donor contribution levels for these various hospital assets. Collectively, these identified Hospital Assets are referred to as Recognition Elements.
3. All Naming Opportunities and Dedication Opportunities are subject to the approval of the Hospital Board and the Foundation Board.

4. The Hospital Board and the Foundation Board each reserve the right to revoke an existing named Hospital Asset if it is likely to have a negative impact on the image or reputation of the Hospital or Foundation, or if the donor fails to fulfill agreed upon obligations outlined in the Foundation's Gift Agreement.
5. No donor recognition should be offered if it would call into question the public respect for the Hospital or the Foundation or is likely to have a negative impact on the image or reputation of the Hospital or the Foundation.
6. All agreements with donors for Naming Opportunities and Dedication Opportunities must be recorded in writing.
7. No Hospital Asset should be named in perpetuity, unless approved by the Hospital Board and the Foundation Board.
8. All Hospital Assets granted for Naming Opportunities and Dedication Opportunities approved subsequent to the implementation of this Policy shall remain for a maximum of 20 years, or the useful life of the Hospital Asset, whichever shall first expire, commencing at a public unveiling.
9. Once the 20 year term or useful life of the Hospital Asset has expired, the existing donor shall be provided with the right of first refusal to make another gift to continue to be recognized for that same Hospital Asset.
10. Recognition Elements, excluding Naming Opportunities and Dedication Opportunities, shall be displayed for a minimum of 10 years, unless otherwise stated in this Policy.
11. If a donor name changes, signage and other naming devices may be changed at the cost to the donor, subject to approval by the Hospital Board and the Foundation Board.
12. Generally, donor logos or wordmarks may not be used on Hospital Assets.
13. In the event of construction, renovations or program cessation, the Foundation reserves the right to relocate or substitute Recognition Elements, upon the approval of the Foundation Board and the Hospital Board.
14. For Naming Opportunities and Dedication Opportunities, unless otherwise stipulated, recognition will be made upon receipt of a written pledge form when accompanied by a minimum 50% of the pledged amount.
15. Delinquency in excess of one year in meeting pledge commitments and with efforts at procuring payment not being successful, may result in an adjustment of any previously agreed recognition.
16. The eligibility of gifts-in-kind will be determined by the Foundation Board and the Hospital Board. Eligible gifts-in-kind will be valued according to the provisions of the Gift Acceptance Policy.

RECOGNITION ELEMENTS

The current list of approved Recognition Elements is outlined in Appendix "A" along with the minimum contribution amount for each Recognition Element.

Recognition Elements will be cost-effective and will not generally exceed 2% of the value of the gift. The cost to display all forms of the Recognition Elements will be determined by the Foundation Board.

The design, finish, and location of recognition elements will continue to be consistent throughout the hospital.

NAMING OPPORTUNITIES

Subject to the guiding principles in this Policy, Naming Opportunities are available to donors who have made outright gifts / pledges of \$300,000 or more within the previous five years. The defined set of Hospital Assets available for Naming Opportunities will be discussed with the donor(s) who may specify his/her/their preference.

DEDICATION OPPORTUNITIES

Subject to the guiding principles in this Policy, Dedication Opportunities are available to donors who have made outright gifts / pledges of between \$100,000 and \$299,999 within the previous five years. The defined set of Hospital Assets available for Dedication Opportunities will be discussed with the donor(s) who may specify his/her/their preference.

REFERENCES

NHHF Gift Acceptance Policies and Guidelines (P-0027) dated December 11, 2019

REVIEW HISTORY

Donor Recognition Policy (P-0002) approval dated June 17, 2020 approved by the Boards of Directors of Northumberland Hills Hospital and Northumberland Hills Hospital Foundation

Draft Donor Recognition Policy dated February 26, 2021 for discussion

Approved by Foundation Governance Committee on _____

Approved by Hospital Governance Committee on _____

Approved by Hospital Board on _____

Approved by Foundation Board on _____

APPENDIX “A” – LIST OF RECOGNITION ELEMENTS

Approved by the Foundation Board and the Hospital Board

<i>ELEMENT CATEGORY</i>	<i>ELEMENT NAME</i>	<i>MINIMUM CUMULATIVE GIFT AMOUNT \$</i>	<i>DURATION OF RECOGNITION</i>	<i>FREQUENCY OF UPDATES</i>
MAIN DONOR WALL	Platinum Circle	1,000,000 +		At least once
	Gold Circle	500,000-999,999		every 18
	Silver Circle	250,000-499,999		months for
	Humanitarian	100,000-249,999		all element
	Founder	50,000-99,999		names
	Benefactor	25,000-49,999		
	Patron	10,000-24,999		
	Sponsor	5,000-9,999		
CARING FOR GENERATIONS SOCIETY DONOR WALL		ANNUAL GIFT \$		
	Member	1,000. +	One year	annually
BILL’S GARDEN		GIFT AMOUNT \$		
	Individual tile	1,500	Minimum 10 years	SOLD OUT
GROWN BILL’S GARDEN	Individual tile	2,500	Minimum 10 years	ongoing
LEGACY SOCIETY DONOR WALL		GIFT AMOUNT \$		
	Legacies made after Jan. 2000	Variable	Minimum 10 years	annually