

Title:  <b>Donor Recognition Policy</b>	Effective Date: Last Reviewed: & Approved Scheduled Review Date: Supersedes: Approved by:	November 24 <sup>th</sup> , 2017 November 2017 September 2020 All Previous Donor Recognition Policies STEGH Foundation Board of Directors and STEGH Board of Governors
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Mission Statement: To partner with the community to support our Hospital in the delivery an excellent patient care experience.

Vision Statement: To inspire a lifetime of philanthropic support for our Hospital.

Values: Integrity, Leadership, Community, and Results

## Part 1 – Donor Recognition

### POLICY STATEMENT

#### 1. Purpose

Donor recognition is the practice of providing recognition to donors for their gifts through formal, informal, personal, and public expressions of appreciation.

Since 1985, the St. Thomas Elgin General Hospital Foundation (the “Foundation”) has been the vehicle through which donations are made in support of patient care excellence at the St. Thomas Elgin General Hospital (the “Hospital”).

This policy ensures those who support the Hospital through the Foundation receive appropriate, equitable, and consistent recognition. This includes prompt acknowledgement of gifts and, where appropriate, the issuance of receipts for income tax purposes.

This Donor Recognition Policy includes a section devoted to Naming, Dedication and Recognition Signage as a means of ensuring that for the above reasons, the process and principles that guide the naming of Hospital assets and the application of recognition signage are clearly articulated, understood, and uniformly applied by all those involved.

It also provides guidelines for naming opportunities and recognition signage for the physical recognition of gifts to support the Hospital site.

These suggested guidelines are intended to provide structure and baseline definitions for the Foundation that, in turn, will help ensure equitable, consistent opportunities, and a standard of stewardship for significant transformational gifts received from generous donors. These guidelines may change from time to time according to the Foundation’s and Hospital’s need.

## 2. Scope and Application of the Policy

This policy describes a maximum expression of appreciation and level of recognition offered to each donor and is administered by the Foundation in compliance with existing Hospital policies, government legislation, and regulations of the Southwest Local Health Integration Network (LHIN) and the Ministry of Health and Long-Term Care (MoHLTC) where applicable. Through recommendations made by the Foundation's Policy & By-Law Committee, the Foundation Board of Directors and Hospital Board of Governors must review any departures from this policy.

## 3. Definitions

**Gift** refers to a voluntary transfer of property, including pledge payments and gift in kind, for which an official donation receipt has been issued in accordance with Canada Revenue Agency regulations. The Foundation will ensure that all gifts meet the requirements of the Donor Recognition Policy and Gift Acceptance Policy prior to their acceptance.

**Naming recognition** refers to the recognition a donor receives for a gift. Naming entails the right to a dedication plaque in a space in the Hospital for a financial gift of not less than \$100,000. This gift may be applied to an area within the Hospital.

**Recognition signage** refers to plaques or other identifying elements (eg. lettering, photograph, sculpture, etc.). It does not equate to naming. The location of signage will be the responsibility of the Foundation in consultation with more than one Hospital Executive Team member. Under most circumstances, it will be in or near the area funded by the donor.

Authorization of the dimension, material and wording on the plaque or identifier is given by the Foundation. Information to be included on the plaque or identifier includes the name or corporate logo of the donor being honoured as well as date gift received or the date of the completion of related project.

## 4. Gift Recognition

Gift recognition is based upon donations made in support of the work of the Foundation. Gifts of \$100 or greater are eligible for public recognition. Recognition is always commensurate to the size of the gift.

All donations are processed by the Foundation to ensure appropriate record keeping, receipting, recognition, and donor stewardship is provided.

A cash gift generally includes cheques, money orders, electronic transferred funds (ETF), bank drafts, and cash. Donations made by debit card and credit card are also considered cash gifts. Gifts-in-kind are gifts of property and items that might include, but are not limited to, gifts of artwork, equipment, securities, cultural and ecological property.

## 5. Confidentiality

According to this policy, the names of all donors are confidential until published.

The Foundation agrees to respect and observe any donor's wish for anonymity prior to any act of public recognition and will confirm and respect a donor's wishes. Any donor wishing to remain anonymous will be thanked privately instead.

Unless otherwise directed by the donor, the specific amount of the donation and terms of payment is confidential. Access to donor information is limited to Foundation staff or, on unique occasions, other individuals who may be actively involved with a specific gift transaction. Donors may request access to their individual record and giving history at any time.

## 6. Who Can Be Recognized?

All individuals, corporations, service clubs, community organizations, governments and philanthropic foundations that make monetary gifts and/or gift-in-kind donations to the Foundation are entitled to be recognized.

## 7. What Constitutes a Donation?

### Gifts of Cash

Gifts of cash are recognized for the full value donated. Pledges are counted and recognized for the annual payment only. The total pledge is recognized in the year that final payment is received.

### Gifts-in-Kind

Donations will be valued at fair market value following Canadian Revenue Agency (CRA) guidelines. Gifts-in-kind valued at \$100 or more will be counted and recognized.

Annuities Reinsured gift annuities will be counted and recognized for the cash portion retained as a gift.

### Life Insurance

In the case of the donation of a fully paid policy, the donor will be recognized for the cash surrender value of the policy, and the face value will be recognized for a future commitment. When the policy is realized, the face value less the cash surrender value will be recognized.

Where ownership of a policy has been placed in the name of the Foundation, the donor is recognized for the accumulating premium payments until the policy is fully paid. During the time the premium payments are being made, the face value of the policy will be recognized as a future commitment gift. When the death benefit is paid, the face value of the policy less the premium payments already counted will be recognized.

In the case of a gift of a policy where the donor retains ownership, the face value of the policy shall be recognized as a future gift.

### Gifts of Securities, Stocks and Bonds

These gifts (usually considered gifts from capital, rather than from income) are recognized for the value of the gift on the day they are legally transferred to the Foundation, providing the terms of the contract identify them as non-revocable.

### Charitable Remainder Trusts

The donor is recognized for the present value of the trust. This value should correspond to the income tax receipt value. The amount transferred to the irrevocable trust will be recognized as a future commitment gift. When the trust principal is realized, the donor is recognized for the face value less the present value.

### Gifts of Residual Interest

The donor is recognized for the present value of the residual interest. This value should correspond to the income tax receipt value. When the trust principal is realized the donor is recognized for the face value less the present value.

### Bequests

Donors indicating they have remembered the Foundation in their Will can be recognized when the Bequest is realized, and they can also be listed publicly as a member of the Amasa Wood Legacy Society (a special recognition opportunity for future Bequests) if they wish.

### In Memoriam Gifts

For the purpose of recognition, In Memoriam gifts are not distinguished from other types of donations, unless the Foundation denotes a memorial donation beside a listed name. A donor is eligible for the same forms of recognition as all other donations.

### Pledges

Pledges are recognized within the fiscal year (April - March) they are completed. If a donor is unable to complete a pledge commitment within the agreed upon payment period, every effort will be made to accommodate a new payment schedule.

## **8. 'Gifts Over Time' Donor Wall and Gift Levels**

An effective donor recognition program must establish distinguished categories for each of its donors, based upon the size of the gift. Every gift is important and ultimately helps the Foundation support patient care excellence at the Hospital. Donors are recognized for their extraordinary leadership and generosity, therefore, giving levels are structured to ensure that appropriate recognition is received.

The Foundation Board of Directors reserves the right to withdraw recognition and naming agreements, if it is deemed to be in the best interests of the Foundation and/or the Hospital:

- i) Donations of cash or gifts-in-kind will accumulate during the life of the donor and will be recognized according to the tenets of this policy based on a fiscal year. Additions of donor names or modifications to giving levels on the ‘Gifts Over Time’ Donor Wall are made on an annual basis and at the discretion of the Foundation.
- ii) Cash and gifts-in-kind contributed through special events are included in the cumulative total.
- iii) Purchases of tickets, chance tickets or merchandise items do not qualify in a donor’s cumulative total, unless a charitable gift receipt has been issued.
- iv) Donations are not transferable.

Donors are recognized on the ‘Gifts Over Time’ Donor Wall in direct relation to the cumulative total of their donations (minimum \$5,000) as follows:

\$5,000 - \$ 9,999	\$ 50,000 - \$ 99,999	\$500,000 - \$999,999
\$10,000 - \$24,999	\$100,000 - \$249,999	\$1,000,000 plus
\$25,000 - \$49,999	\$250,000 - \$499,999	

## 9. Gift Levels and Name Recognition

A formal agreement will be entered into between the Donor(s) and the Foundation for gifts of \$100,000 or more. Gifts to the Foundation qualifying for naming recognition begin at \$100,000 with recognition commensurate to the size of the gift.

Taking into account the relative nature of naming opportunities, the Foundation will consider the experience of other healthcare institutions in other jurisdictions when determining the standards for naming buildings and areas and the accompanying donation level attached to each. Other considerations would include visibility, prominence, traffic flow and the uniqueness of each.

Interior signage is reserved for gifts of \$100,000 or greater. Naming opportunities at \$100,000 and greater will be determined by space available for each project and will be determined by the Foundation in consultation with Hospital’s Executive Team.

Exterior opportunities are reserved for gifts of \$1,000,000 and greater, and will be determined by space available for each project and will be determined by the Foundation in consultation with the Hospital’s Executive Team.

## 10. Corporate Recognition

Where possible, the Foundation will fulfill the requirements of corporate donors with respect to tours, publicity, and strategic partnerships.

## 11. STEGH Foundation Awards or Citations

The Foundation may establish, and award at its pleasure, an honour or citation upon an individual or organization in recognition of either service and/or other contribution. Awards are made at such times

and on such occasions as the Foundation determines.

After receiving a recommendation for an honour or citation, the Foundation President shall consult with the Foundation Board of Directors or Executive Committee before any action is taken. In instances where a physician or Hospital staff member is nominated, the Hospital's President & CEO (or designate) will liaise with the department head most closely associated with the candidate for advice in forwarding a recommendation to the Foundation Board of Directors.

Adequate discussion with the honouree or their family or their representative(s) is conducted along with consultation with internal departments prior to final decision.

## **12. Canada Revenue Agency and The Donor Bill of Rights**

The Foundation is bound to comply with all rules and regulations prescribed by the Canada Revenue Agency (CRA). As such, the Foundation and Hospital Board of Governors will administer this Donor Recognition Policy in compliance with all CRA directives at all times.

The Donor Bill of Rights was created by the American Association of Fundraising Counsel (AAFRC), Association for Healthcare Philanthropy (AHP), the Association of Fundraising Professionals (AFP), and the Council for Advancement and Support of Education (CASE). It has been endorsed by numerous organizations and has been adopted by the Foundation as a founding principle.

## **Part 2 - Naming, Dedication and Recognition Signage**

### **13. Purpose**

It is a long-standing and honourable custom for registered charitable institutions to name or apply recognition signage to existing and proposed tangible and non-tangible assets, in honour of benefactors and others who have made exceptional contributions to the institution and its Mission and/or to the broader local, national, or international community.

Naming or recognition signage provides meaningful opportunities for the recognition of outstanding contributions by those who serve as inspiration for future generations of the community. Moreover, by recognizing exceptional contributions to the Hospital, the Foundation, and its Mission, the association with such extraordinary individuals strengthens the Hospital and Foundation and the sense of heritage and connection to the community it serves. Ceremonies held to mark such recognition represent significant events in the Hospital's and Foundation's history.

The naming of the Hospital's assets is of considerable significance for several reasons:

- i) The choice of persons selected for such recognition reflects how the Hospital perceives itself, its Mission, and its Values;
- ii) The institutional assets available for naming or recognition signage are limited while the number of individuals who could potentially be honoured is much greater – the limited number of naming or recognition signing opportunities must therefore be used judiciously;

- iii) Recognition signage is usually affixed for ten years, or as stipulated in the Donor Gift Agreement;
- iv) Care must be taken to ensure consistency in the tribute paid by the Hospital and the Foundation to its benefactors and other meritorious persons.

#### **14. Recognition Signage Details**

The Foundation will follow the Hospital's interior and exterior signage guidelines for consistency in signage design and will otherwise create something mutually acceptable. The decision to utilize plaques, pin lettering, or other vehicles will be determined on a case-by-case basis with the Foundation Board of Directors and the Hospital Board of Governors.

All naming opportunities are subject to the approval of the Foundation Board of Directors and the Board of Governors.

The Foundation will take into consideration the infection control and hygiene standards followed by the Hospital. Signage will adhere to these standards and will also consider the potential for possible damage to Hospital property caused by screws, and the cost associated with repairs to surfaces.

#### **15. Pin Lettering for Naming Opportunities – Interior and Exterior**

The Hospital's interior and exterior signage outlines will be the basis for which pin lettering opportunities will be followed. This opportunity is reserved for the naming of higher value rooms such as courtyards, entire floors, and exterior naming opportunities.

#### **16. Spaces Available**

Most areas within the Hospital complex will be available for naming.

#### **17. Approvals**

Naming opportunities are subject to the approval of the Hospital Board of Governors and the Foundation's Board of Directors.

Approval of the recognition signage will be authorized by the Foundation and is subject to policies and protocols that the Hospital and the Foundation has in place.

#### **18. Duration**

Naming opportunities may be offered for a period of ten (10) years after which the donor may be offered the first right of refusal to continue the naming opportunity for another ten (10) years. The Foundation may also consider, on a case-by-case basis, the naming of an area as long as that area remains in use to serve its original function.

Recognition signage may be displayed for a ten-year period except in the case where an area is demolished or significantly renovated or rebuilt during that timeframe. In this case, recognition signage may be relocated.

This provision shall only apply to agreements entered into on or after this policy has come into effect.

## **19. Re-naming Rights**

In cases where a donor's name changes during the ten-year period, recognition signage may be changed at the donor's expense.

## **20. Gift-In-Kind Donations**

Recognition signage and naming opportunities will be provided to gift-in-kind donors in the same manner as other substantial donations as noted in this policy. The same gift thresholds, criteria and approval process will apply.

## **21. In Memoriam/In Honour/Estate Gifts**

The approval of recognition signage wording for In Memoriam, In Honour and Estate gifts rests with the Foundation.

## **22. Corporate Logos**

The use of corporate logos will be permitted but the ability to use corporate colours will remain at the discretion of the Foundation in consultation with the Hospital's Executive Team.

## **23. Extra Costs Associated With Recognition Signage**

Any cost above a base cost associated with recognition signage will be born by the donor and will be considered on an individual basis by the Foundation.

## **24. Withdrawal or Change of Recognition Signage**

The Foundation Board reserves the right to withdraw or change naming and recognition signage should such withdrawal be deemed in the best interest of the Hospital and the Foundation.

The Foundation reserves the right to tactfully decline gifts where community ownership of the Hospital is negatively affected or any gift which contravenes the Mission, Vision, and Values of the Foundation and/or Hospital.

## **25. Asset Analysis**

The Foundation Board of Directors in co-operation with the Hospital administration will compile and oversee a comprehensive inventory of area spaces available for naming opportunities and recognition signage with values attached in broad categories.



## 26. Naming Agreements

The granting of the right to name or re-name areas will involve a written contract that contains terms acceptable to the Foundation Board of Directors and the Hospital's Board of Governors. To ensure that legal interests of all concerned are protected, legal counsel will review all such agreements.

## 27. Non-Fulfillment of Pledges

In the event of a donor defaulting on a pledge, the Foundation reserves the right to withdraw the naming opportunity.

## 28. Exceptions and Exclusions

The naming of any space within the Hospital does not entitle the donor to exert any influence whatsoever in the operations or appearance of the named area.

The granting of naming rights will not entitle the naming entity to preferential treatment by the Hospital or the Foundation outside of the naming rights agreement.

## 29. Other

The Foundation reserves the right to deal with any other recognition opportunity not covered by the policy on a case-by-case basis.

## Part 3 - STEGH Foundation Branding

### 30. Purpose

Foundation branding will follow the guidelines established for regular business procedures and will be used as a departure point for plaques.

The Foundation signature is composed of two graphic elements: the wordmark and the symbol. The relationship between these elements shall remain fixed. No other variations or combinations of the corporate signature should be used, with the exception of alternate corporate signatures. The use of alternate signatures must be approved by the Foundation and Hospital. The overall brand logo for the Foundation is shown below, in four-colour reproduction. This is the preferred choice for all communications materials.



### 31. Corporate Fonts

Corporate fonts for the Hospital and the Foundation are Helvetica Regular and Garamond Regular. As a general guide, Helvetica Regular should be used for titles, headlines and for body text. Body text can be 75% black. The corporate fonts should be used in all marketing, communications and educational materials developed for widespread distribution (examples include advertisements, brochures, signs, posters, merchandise, etc.). Helvetica Regular is the primary font, but Garamond can be used as a display font for emphasis.

**Helvetica**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz1234567890

**Helvetica Bold may be used for headlines, subheads and addresses.**

Helvetica Regular may also be used for subheads and body text.

Helvetica Light may be used for body text.

**Garamond**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz1234567890

**Garamond Bold may be used for headlines, subheads and addresses.**

Garamond Regular may also be used for subheads and body text.

*Garamond Italic may be used for emphasis.*

### 32. Logo Colours

<b>PMS 3005</b> CMYB Cyan: 100% Magenta: 34% Yellow: 0% Black: 2%  RGB Red: 0 Green: 129 Blue: 198	<b>PMS 298</b> CMYB Cyan: 69% Magenta: 7% Yellow: 0% Black: 0%  RGB Red: 19 Green: 181 Blue: 234	<b>PMS 3275</b> CMYB Cyan: 95% Magenta: 0% Yellow: 47% Black: 0%  RGB Red: 0 Green: 172 Blue: 161	<b>PMS 376</b> CMYB Cyan: 50% Magenta: 0% Yellow: 100% Black: 0%  RGB Red: 140 Green: 198 Blue: 63	<b>Black (75%)</b> CMYB Cyan: 0% Magenta: 0% Yellow: 0% Black: 75%  RGB Red: 99 Green: 100 Blue: 103
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The corporate colours of the Hospital are PMS 3005 (Dark Blue), PMS 298 (Light Blue), PMS 3275 (Green), PMS 376 (Light Green) and Black (75%). Every effort is made to ensure accuracy, however process colour reproduction may not match pantone identified solid colour standards. The proper breakdowns for printing with process inks CMYK (Cyan, Magenta, Yellow and Black) are indicated below. For electronic use (such as websites and PowerPoint presentations) the RGB scale (Red, Green and Blue) should be used, and the breakdowns indicated below should be observed.

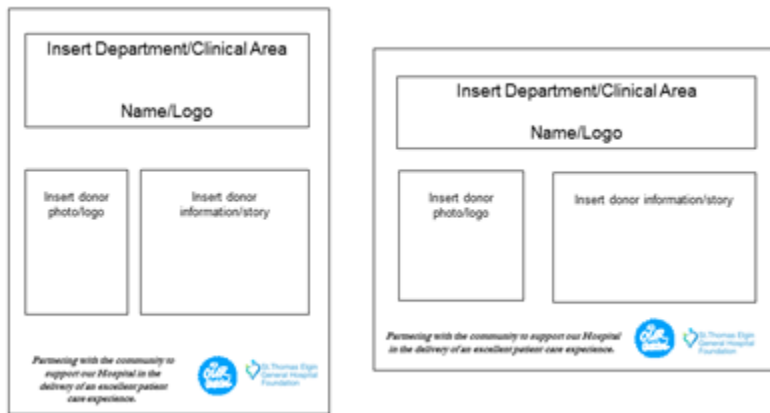
### 33. Suggested Details for Plaques and Templates

Plaquing opportunities will recognize significant donations that benefit a certain area, and will be determined by the Foundation on a case-by-case basis in consultation with the Hospital’s Executive Team.

### Logo/Name Placement:

- i) Name of clinical area placed above
- ii) Donor's names and/or logos will be placed underneath the clinical area;
- iii) In the case of no logos, the font used for names will be Garamond and Helvetica;
- iv) Foundation logo and the "It's **OUR** Hospital" logo will be located in the lower right hand corner;
- v) The Foundation's Mission will be placed in lower left corner beside logos.

### **34. Templates for Plaques:**



### **35. Policy Review:**

- 1 The Board of Directors' Donor Recognition Policy will be reviewed every three years.
- 2 In the interim, this Policy may be revised or rescinded if the Board of Directors deems necessary.
- 3 If this Policy is revised or rescinded, all secondary documents will be reviewed as soon as reasonably possible in order to ensure they comply with the revised Policy or, in turn, are rescinded.

### **36. References:**

1. All Foundation Policies (Policy Statements and Procedures)
2. By-Law
3. Donation Form
4. Donor Bill of Rights
5. Gift Agreement
6. Imagine Canada's Standards Program

## DONATION FORM – Gifts Under \$100,000

- Personal donation       Donation on behalf of an organization/corporation
- Prior to confirming my gift intentions with the STEGH Foundation, I have had the opportunity to consult with a professional advisor(s) regarding the type and timing of my donation.

I/we hereby agree to pledge the sum of \$ \_\_\_\_\_ or make a one-time gift of \$ \_\_\_\_\_ in support of patient care excellence at the St. Thomas Elgin General Hospital.

The purpose of this gift is \_\_\_\_\_.

Payment Received: \$ \_\_\_\_\_ Balance: \$ \_\_\_\_\_

The balance will be paid as follows: \$ \_\_\_\_\_ 2018    \$ \_\_\_\_\_ 2019    \$ \_\_\_\_\_ 2020    \$ \_\_\_\_\_ 2021

Payment Schedule:  Annually  Semi-Annually  Quarterly  Monthly

Preferred Month(s) of Payment: \_\_\_\_\_ (month)

Please send my reminders in: \_\_\_\_\_ (month) of each pledge year.

**Cheques should be made payable to:** STEGH Foundation, 189 Elm Street, St. Thomas, ON N5R 5C4

**Direct Bank Withdrawal - Monthly Donation Amount:** (withdrawn approximately the 15<sup>th</sup> of each month)  
(enclosed is a VOID cheque\*)

\*I understand and agree that:

1. My Bank will allow the transfer of funds between it and the Foundation, and I will pay associated withdrawal fees; and,
2. This agreement is between me, my Bank and the Foundation in accordance with Provincial law.

My signature authorizing bank withdrawal \_\_\_\_\_



**PRE-AUTHORIZED OR ONE-TIME GIVING (credit card)**



Card # \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Expiry date \_\_\_\_ / \_\_\_\_

\*One annual receipt will be issued representing the number of pledge payments made during the calendar year.

Donations receipts and pledge reminders are to be mailed to:

Name: \_\_\_\_\_

Corporation (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

Province: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Res. Tel. ( ) \_\_\_\_\_ Bus. Tel. ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

E-mail: \_\_\_\_\_

The Foundation is committed to ensuring this Gift is used for its intended purpose. If, in the sole opinion of the Foundation, it becomes impossible, inadvisable or impracticable for all or part of this Gift to be usefully or practically applied to the purposes described within the agreement, or if the purpose cannot be achieved because of a future change in law, change in Foundation/Hospital practices, policies or priorities, or other unforeseeable circumstances, the Gift may be used for any related purpose which in the reasonable opinion of the Foundation (in consultation with the Donor(s) where possible) will most nearly accomplish the Donor's wishes or in consonant with the spirit and intent of the Donor's gift, including amendments to the mechanism or method used to attain the original or amended purpose of the Gift.

- I/we wish to remain anonymous.
- Please publicly recognize this donation as:

\_\_\_\_\_  
(Donor Name(s))

\_\_\_\_\_  
Donor Signature

\_\_\_\_\_  
Date

In addition to the information provided in this Donation Form, the Donor Recognition Policy, Fundraising Policy and Gift Acceptance Policy are available upon request.

## GIFT AGREEMENT BETWEEN

**(NAME OF DONOR(S))**  
("the Donor(s)")

**AND**

**ST. THOMAS ELGIN GENERAL HOSPITAL FOUNDATION**  
("the Foundation")

### I. THE GIFT

(DONOR NAME(S)) have generously made a gift of (Gift/Pledge Amount) to the St. Thomas Elgin General Hospital Foundation (hereinafter the "Gift").

This Gift/Pledge will be provided in the form of (METHOD OF PAYMENT) according to the following schedule.

Payment Received: \$ \_\_\_\_\_ Balance: \$ \_\_\_\_\_

The balance will be paid as follows: \$ \_\_\_\_\_ 2018 \$ \_\_\_\_\_ 2019 \$ \_\_\_\_\_ 2020 \$ \_\_\_\_\_ 2021

\$5,000 - \$ 9,999	\$ 50,000 - \$ 99,999	\$500,000 - \$999,999
\$10,000 - \$24,999	\$100,000 - \$249,999	\$1,000,000 plus
\$25,000 - \$49,999	\$250,000 - \$499,999	

### II. THE PURPOSE

The purpose of the Gift is \_\_\_\_\_.

### III. GIFT AGREEMENT TERMS

In addition to the foregoing, it is further agreed as follows:

#### a) 'Gifts Over Time' Donor Wall Name Recognition

The Foundation's 'Gifts Over Time' Donor Wall is located in the South Building Atrium. Donors are recognized on the 'Gifts Over Time' Donor Wall in direct relation to the cumulative total of their donations (minimum \$5,000) as follows:

- i) Donations of cash or gifts-in-kind will accumulate during the life of the donor and will be recognized according to the tenets of the Foundation's Donor Recognition Policy and are based on a fiscal year. Additions of donor names or modifications to giving levels on the 'Gifts Over Time' Donor Wall are made on an annual basis and at the discretion of the Foundation.
- ii) Cash and gifts-in-kind contributed through special events are included in the cumulative total.
- iii) Purchases of tickets, chance tickets or merchandise items do not qualify in a donor's cumulative total, unless a charitable gift receipt has been issued.
- iv) Donations are not transferable.
- v) The Foundation Board of Directors reserves the right to withdraw name recognition and naming agreements, if it is deemed to be in the best interests of the Foundation and/or STEGH.

## **b) Gift Levels and Name Recognition**

Gifts to the Foundation qualifying for naming recognition begin at \$100,000 with recognition commensurate to the size of the gift.

Taking into account the relative nature of naming opportunities, the Foundation will consider the experience of other healthcare institutions in other jurisdictions when determining the standards for naming buildings and areas and the accompanying donation level attached to each. Other considerations would include visibility, prominence, traffic flow and the uniqueness of each.

Interior signage is reserved for gifts of \$100,000 or greater. Naming opportunities at \$100,000 and greater will be determined by space available for each project and will be determined by the Foundation in consultation with STEGH's Executive Team.

Exterior opportunities are reserved for gifts of \$1,000,000 and greater, and will be determined by space available for each project and will be determined by the Foundation in consultation with STEGH's Executive Team.

(DONOR NAME(S)) wish to be recognized as:

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Space is limited and, for that reason, we are unable to include words such as in memory, in tribute, or estate of. For individuals, businesses or organizations with very long names, we will make every attempt to ensure your name appears as indicated above. In rare circumstances, it may be necessary to use abbreviations which you will be consulted prior.

To tailor your recognition, the plaque has space for a logo or photo and a brief description. As per the gift agreement, please provide a high resolution file of the logo or photo. Proofs will be sent back to you to ensure accuracy in branding and company information displayed.

#### IV. DONOR ACKNOWLEDGEMENTS

- i) Prior to confirming my gift intentions with the Foundation, I have had the opportunity to consult with a professional advisor(s) regarding the type and timing of my donation.
- ii) The gift will be used in accordance with the Foundation’s Gift Acceptance Policy, Fundraising Policy, and Donor Recognition Policy. Copies of these policies are provided with this Gift Agreement.
- iii) Both the Donor(s) and the Foundation affirm that the Gift does not and shall not, in any way, compromise the Foundation’s Mission and Vision Statements, contravene any policy of the Foundation or STEGH, or reflect negatively on the Foundation’s or STEGH’s public image.
- iv) The Foundation is committed to ensuring this Gift is used for its intended purpose. If, in the sole opinion of the Foundation, it becomes impossible, inadvisable or impracticable for all or part of this Gift to be usefully or practically applied to the purposes described within the agreement, or if the purpose cannot be achieved because of a future change in law, change in Foundation/Hospital practices, policies or priorities, or other unforeseeable circumstances, the Gift may be used for any related purpose which in the reasonable opinion of the Foundation (in consultation with the Donor(s) where possible) will most nearly accomplish the Donor’s wishes or in consonant with the spirit and intent of the Donor’s gift, including amendments to the mechanism or method used to attain the original or amended purpose of the Gift.
- v) (To be completed by STEGH Foundation staff with additional acknowledgements, if applicable)

\_\_\_\_\_  
Donor Name (Please Print)

\_\_\_\_\_  
Donor Signature

\_\_\_\_\_  
Date

I have the authority to bind the Corporation of the  
St. Thomas Elgin General Hospital Foundation:

\_\_\_\_\_  
STEGH Foundation Representative (Please Print)

\_\_\_\_\_  
STEGH Foundation Representative Signature

\_\_\_\_\_  
Date



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