

 ALPINE CLUB OF CANADA CLUB ALPIN DU CANADA	Policy Name	NAMED GIFT POLICY
	Policy Number	BOD-009
	Created By	C. Salvy (January 2025)
	Approved By	Board of Directors
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NAMED GIFT POLICY

1. PURPOSE

The purpose of this policy is to establish guidelines for naming opportunities within the Alpine Club of Canada (ACC), ensuring alignment with the organization's vision, mission, and values while recognizing contributions from donors and sponsors in a meaningful and ethical manner.

2. GUIDING PRINCIPLES

The Executive Director is responsible for ensuring all gifts made to the ACC are directed in an appropriate manner, accounted for, and that tax receipts are sent to donors in a timely manner. The ACC will consider naming opportunities that are consistent with its vision, mission, and values. Naming opportunities may include physical entities, programs, cultural works, and designated funds for individuals, foundations, and corporations of good reputational standing and whose character is worthy of honour and remembrance.

By Board of Directors motion, the ACC adheres to an Ethical Fundraising and Financial Accountability Code.

3. APPROVAL AUTHORITY

Proposals, gift agreements, and conversations with donors or sponsors regarding the naming of an ACC entity will occur with careful consideration and advance discussion with the Executive Director and/or Board of Directors. Suggestions for named entities may be offered as options for future recognition, subject to approval by the Board of Directors.

Requests for naming will be submitted, in confidence, on the recommendation of the Executive Director to the Board for approval. Submissions to the Board will remain confidential until a formal announcement is made by the ACC.

The naming of any entity must meet the ACC's mission, vision, and values. Proposals, gift agreements and conversations with a donor or sponsor to name an ACC entity will occur with careful consideration and advance discussion with the Executive Director and/or Board of Directors. In this circumstance, suggestions of named entities may be offered as options for future recognition subject to approval by the Board of Directors.

4. TIME LIMITATIONS

Naming of entities may be time-limited at the discretion of the ACC, in consultation with the respective honouree or individuals/parties representing the honouree. Naming will be in the best interest of both the ACC and the honouree.

5. ADMENDMENTS AND REVOCATIONS

If a named physical entity ceases to exist, the ACC will make every effort to continue to commemorate memorial or benefactor recognition in an appropriate way; however, the ACC will not generally transfer a name to another physical entity.

If a named physical entity is demolished, or if the occupancy or usage of a space changes and the name is no longer appropriate, a request for a new name may be considered by the Board of Directors. Where possible, the ACC will inform a family member or the appropriate contact person of the decision to demolish or change the usage of a physical entity.

If at any time the honouree requests the revocation of the honouree name, the revocation must be approved by the Board of Directors.

The ACC reserves the right to withdraw a name under extraordinary circumstances when, based on information unavailable at the time of the naming, the continued use of the name would reflect adversely upon the ACC. In the case of a benefactor naming, the ACC may remove a name should the financial commitment fail to be satisfied

6. NAMING STANDARDS

Naming opportunities should:

- Reflect the integrity and values of the ACC.
- Be consistent with the cultural and historical significance of the ACC's mission.
- Enhance the visibility and prestige of the ACC's properties and programs.

Naming opportunities must not:

- Compromise the ACC's reputation or mission.
- Be offered in exchange for gifts that conflict with ACC policies or ethical standards.

7. FUNDING GUIDELINES

The following suggested minimum contribution amounts apply to naming opportunities for new or existing physical entities, programs, cultural works, and designated funds. The amounts acknowledge that the market value of ACC properties and programs varies based on individual circumstances.

Naming Opportunity	Minimum Contribution	Term
Buildings, Huts	Substantial gift determined based on the entity under consideration.	Maximum 30 years
Programs and Activities (Camps, Training, Research)	\$50,000 and up	Minimum 5 years, maximum 10 years
Designated Funds	\$100,000 and up	Maximum 30 years
Rooms, Lounges, Boardrooms, Workspaces	\$25,000 and up	Maximum 10 years
Public Art Works, Benches	\$15,000 and up	Maximum 10 years
Outdoor Spaces, Roads, Pathways	To be determined based on entity under consideration.	Maximum 10 years
Cultural Works	To be determined based on entity under consideration.	May align with lifespan or specific project terms.

8. INDEPENDENT ADVICE

Donors are encouraged to seek independent counsel regarding taxes and other implications of their donation or gift.

9. RECOGNITION

Upon request, the ACC will provide donors with information regarding the impact and use of their gift. Donors will be recognized and thanked in ways that are meaningful to them while ensuring they remain engaged with the ACC.

Recognition methods may include, but are not limited to:

- Public announcements
- Signage or plaques on named entities
- Listing in ACC publications or reports
- Invitations to special events or commemorations

The ACC will ensure donor recognition is conducted with dignity and respect for the honouree and is consistent with the ACC's mission and values.

10. GLOSSARY OF TERMS

- **ACC:** Alpine Club of Canada, the organization adopting this policy.
- **Benefactor Name:** A commemorative name that recognizes substantial benefaction in support of the ACC in accordance with its fundraising policies.
- **Board of Directors:** The governing body responsible for approving naming proposals and amendments.
- **Cultural Works:** Literature, journals, publications, special collections, art, and artifacts related to the history, heritage, and mountain-related science, as defined by the mandate of the Mountain Culture Committee and the ACC's goals and objectives.
- **Designated Funds:** Funds established for specific purposes as defined in the fund's "terms of reference" in furthering the ACC's mission. These include **Endowment Funds** and **Revolving Funds**.
- **Donor:** An individual, foundation, or corporation making a financial contribution to the ACC.
- **Endowment Funds:** Funds established through gifts or other sources, where the principal is maintained intact and only the investment income is used according to the fund's terms of reference.
- **Gift:** A voluntary transfer of property without consideration, as defined by the Canada Revenue Agency (CRA). Gifts to registered charities, such as the ACC, are eligible for a charitable tax receipt.
- **Honorific Name:** A commemorative name assigned to an individual(s) of high personal integrity who has made extraordinary contributions to the ACC or its values.
- **Honouree:** An individual or entity whose name is associated with a named opportunity.
- **Market Value:** The amount for which real or personal property would be sold in a voluntary transaction between a buyer and a seller, with no obligation on either party.
- **Memorial Name:** A commemorative name recognizing a deceased individual who made extraordinary contributions to the ACC or its values.
- **Naming Opportunity:** The chance to associate a donor or honouree's name with an ACC property, program, or initiative in recognition of financial or in-kind contributions.
- **Physical Entity:** A building, structure, pathway, identifiable landmark (e.g., park, gates, atriums, public art works), parking facility, roadway, lounges, boardrooms, workspaces, or a substantial part of an ACC building.

- **Programs:** Adventures, camps, activities, lectureships, seminars, and training offered by the ACC.
- **Revolving Funds:** Funds where both the principal and investment income can be used to support the ACC's operating programs, following established policies and procedures.
- **Sponsorship:** A cash or in-kind contribution to the ACC in return for access to exploitable commercial potential associated with an ACC property or program.
- **Structure Lifespan:** The operational lifetime of a named physical entity.
- **Time-Limited Naming:** A naming arrangement with a specified duration, after which the opportunity may be renegotiated or reassigned.

REVISION HISTORY

Revision	Date	Description
Rev 0	January 2025	Revision of 2015 policy