

LONDON PUBLIC LIBRARY POLICY

Title: Naming Policy
Policy Type: Means
Policy No.: M-104

Effective Date: March 22, 2018

Review: March, 2022

PURPOSE:

The purpose of this policy is to establish the context and protocol for naming of London Public Library (LPL) branches, rooms/service areas, programs, or collections.

SCOPE:

The Library reserves the right to determine the names of its branches, rooms/service areas, programs and collections and to review such names periodically.

The Library Board is grateful for the community support that the Library receives and welcomes gifts, donations and sponsorships that may lead to naming opportunities.

LPL is a welcoming and inclusive place that is open and accessible to everyone in our diverse community. Any and all naming and sponsorship opportunities must be consistent with London Public Library's Purpose Statement and values.

The Library reserves the right to decline any sponsorship or philanthropic act in accordance with its *Fund Development Gift Acceptance Policy* and *Procurement Policy*.

The location, term and the ongoing management of all LPL collections remain the sole responsibility of the Library.

DEFINITIONS:

Gift is a voluntary transfer of real or personal property from a donor who freely disposes of his or her property to a donee who received the property given. The transaction shall not result directly or indirectly in a right, privilege, material benefit or advantage to the donor or to the person designated by the donor.

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Conflict of Interest means any event (whether actual or perceived) in which LPL or anyone representing LPL may benefit from the knowledge of, or participation in, the acceptance of a gift.

Fair Market Value means the highest price, expressed in dollars, that a property would bring in an open and unrestricted market, between a willing buyer and a willing seller who are both knowledgeable, informed and prudent, and who are acting independently of one another. (Canada Revenue Agency, “Fair Market Value” Summary Policy CSP-F02)

Gifts in Kind, also known as non-cash gifts, are gifts of property. They cover items such as artwork, equipment, securities, and cultural and ecological property. A contribution of service, that is, of time, skills or efforts, is not property and, therefore, does not qualify as a gift or gift in kind for purposes of issuing official donation receipts.

Gifts held in trust are funds donated to the Library which are not used immediately. The funds are held in a Library trust fund until they are required to support the Library. Management of Library funds is governed by the Library Board's Investment Policy.

Pledge is a commitment of a gift given over a predetermined time frame.

Sponsorship is a mutually beneficial business exchange between the Library and an external organization (hereinafter the sponsor) whereby the sponsor contributes funds, products or in-kind services to the Library, in return for recognition, acknowledgement or other promotional considerations. Sponsorships involve an association between the sponsor and the Library and/or the specific program, event, service or activity being sponsored.

Room means a discrete space within a Library facility and includes, but is not limited to, theatres, auditoriums, meeting rooms, study rooms, program rooms and outdoor spaces such as reading gardens.

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Service Area means a discrete space within a library location not enclosed by walls such as children's area, computer labs etc.

POLICY STATEMENT:

The London Public Library Board has ultimate responsibility for the naming of branches, rooms/service areas, programs and collections, including the terms and conditions, regardless of whether the naming opportunity is as a result of a sponsorship, donation or to recognize an individual who has made an outstanding contribution to the Library.

Naming Opportunities – General

Naming may be used to recognize a current expendable gift, gifts held in trust and gifts-in-kind. Funding may be pledged over an agreed length of time and such naming may be in perpetuity or time limited. Naming is contingent on the fulfillment of a pledge of a gift, donation or sponsorship, and is approved on that condition. Signs, print and/or electronic materials bearing the name(s) of donors/sponsors may be posted/published prior to the fulfillment of a gift, donation or sponsorship provided there is a signed agreement between the parties and, in the case of a pledge, that the first gift installment has been made to the Library.

Naming Opportunities without a Gift

Branch Libraries

- The Library will give priority to naming its buildings after their geographic location: either the community or the street location where they are situated.
- The Library will consider naming a building, where appropriate, after the type of service or function offered at that branch.
- In exceptional circumstances, the Library will consider naming a branch after an individual whose contribution to the Library is well documented and is widely recognized.

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Rooms / Service Areas

- Priority will be given to naming a room or service area after the library branch where it is located together with the function of such a room.
- The Library will consider naming a room or service area after an individual whose contribution to the Library is well documented and is widely recognized and valued.
- The Library will accept proposals to name a room or area in honour of a London Public Library Board member or LPL employee who has made an exceptional contribution to LPL, provided that at least two years have passed since their separation from the Library.

Collections

- The Library will give priority to naming parts of its collection after the subject matter of the collection.
- The Library will consider naming a collection after an individual where the individual has made an exceptional contribution to the vision, development, community outreach for and promotion of a collection.
- The Library will accept proposals to name a collection in honour of a Library Board member or Library employee who has made an exceptional contribution to LPL, provided that at least two years have passed since their separation from the Library. When a collection is named after an individual, it will contain both the name of the individual and a description of the subject matter.

Programs

- The Library will give priority to naming its programs after the program content.
- The Library will consider naming a program after an individual where the individual has made an exceptional contribution to the vision, development, community outreach for and promotion of a program.
- The Library will accept proposals to name a program in honour of a London Public Library Board member or LPL employee who has made an exceptional contribution to LPL, provided that at least two years have passed since their

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separation from the Library. When a program is named after an individual, it will contain both the name of the individual and a description of the program.

Naming Opportunity with a Gift

The Library will consider naming branches, rooms/service areas, programs or collections after the donor/sponsor including the terms and conditions, regardless of whether the naming opportunity is as a result of a sponsorship, donation or to recognize an individual, organization or corporation that has made an outstanding contribution to the Library and/or public library services.

The general policy guidelines outlined above will apply. In addition, the following will apply:

- The gift shall constitute a significant portion of the total cost of the branch, room/service area, program or collection to be named – either funding the total cost of the project, or providing a substantial proportion of the required funding for the project.
- A naming schedule will be developed to identify naming opportunities with gift levels specific to capital projects.
- In the case of an existing branch, room/service area, collection or program to which a naming opportunity is applied, the associated gift shall be commensurate with the market value of the opportunity.

Requests for naming will be done on a case-by-case basis with consideration given to:

- Whether the initiative could proceed without the gift, donation or sponsorship;
- The urgency of the need for the initiative;
- The distinction, reputation and integrity of the individual, organization or corporation whose name will be used; and/or
- The relationship of the individual, organization or corporation to the Library.

Naming opportunities are contingent on the fulfillment of the pledge of a gift, donation or sponsorship and are approved on that condition.

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Renaming of Branches, Rooms/Service Areas, Programs or Collections

Proposals to rename any Library branch, room/service area, program or collection will adhere to the naming criteria outlined above. In addition, the following will apply:

- New naming opportunities may arise when a branch or area within a branch is redeveloped or renovated and will be utilized for a different purpose.
- Renaming would be dependent on the nature of the conditions contained in the previous naming opportunity agreement.
- Appropriate recognition of previous donors or honorees may be included in the new or renovated facility.
- When renaming does occur, all reasonable effort will be made to inform, in advance, the original donor/sponsor or honoree.

Naming Agreements

When name recognition has been extended for a specific gift, donation or sponsorship received, a written agreement shall be drawn up, establishing the parameters of the gift, its recognition, and time frame in which the name expires in accordance with LPL's *Fund Development Gift Acceptance Policy*.

Donor Recognition

LPL will establish levels of naming opportunities (donor recognition) that correspond with the level of gifts, donations and sponsorship given.

The use of corporate names will require special consideration in order to avoid the appearance of commercial influence or conflict of interest.

Donor/sponsor names will not have prominence over the London Public Library name and/or logo in signage and other means of naming.

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Corporate logos of sponsors/donors will not be used for recognition purposes on Library buildings or signs, or in association with Library print or electronic materials, unless proposed by the CEO & Chief Librarian and subject to the approval process for naming.

Power to Vary

If, at any time following the approval of a naming opportunity, circumstances change substantially such that the continued use of a particular name may compromise the public trust, or brings into disrepute the name and/or image of the Library, the Library Board has the authority to withdraw the naming opportunity. A recommendation may be brought forward by any member of the Library Board or the CEO.

LPL reserves the right to withdraw naming opportunities if a sponsor or donor defaults on a payment or payments.

The sponsorship/donor agreement will contain clauses that relate to the power to vary.

Accountability

Prior to solicitation of sponsors/donors for naming opportunities, the naming component and prospect list must receive concept approval from the CEO & Chief Librarian, or designate.

The CEO & Chief Librarian may approve recognition of naming donations which are: valued at \$50,000 or less per year and/or have a total of three or more years for a multi-year value of \$150,000 or less. Library Board approval is required for naming recognition that exceeds this amount.

BACKGROUND:

London Public Library has a long history of naming branches by the geographic location. Prior to that, library branches were named after LPL Chief Librarians: Stanley Beacock, W.O. Carson, Richard Crouch and Fred Landon. The former Central Library was named after the significant funder: Elsie Perrin Williams.

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LPL has also had a practice of naming collections after the subject matter of the collection and/or after a donor.

INQUIRIES:

CEO & Chief Librarian

KEYWORDS:

Naming, gifts, sponsorship, donations

RELATED DOCUMENTS:

Income Tax Act of Canada

Canada Revenue Agency, "Fair Market Value" Summary Policy CSP-F02

Municipal Freedom of Information and Protection of Privacy Act, R.S.O 1990, Chapter M.56

Fund Development - Gift Acceptance Policy (F-FD-01)

Procurement Policy (F-AM-02)

Records Management Policy (IP-A-01)

DOCUMENT CONTROL:

Effective Date: September 28, 2005

Approved: September 14, 1988 (L88/104)

Reviewed: May 17, 1989 (L89/86)

Reviewed: September 28, 2005 (L05/48.4)

Approved: February 20, 2014

(Replaces: Terms of Reference for Naming Branch Libraries)

Approved: March 22, 2018 (L18/16.1)