



Naming POLICY

- Operational** (Approved by SPL Board)
- Administrative** (Approved by SPL CEO)

Date Effective: 2020-07-13

Date Last Reviewed or Revised: 2023-02-15

Review Cycle: Every five years by Director, Strategy & Communication

Purpose

Saskatoon Public Library's *Naming Policy* provides clarity and transparency concerning the authority and processes by which the Library's assets are named.

The Policy ensures Library assets are named in accordance with SPL's vision, values and goals.

Policy Statement

In Naming Library assets, consideration is given to:

- Ensuring functional or geographical clarity, e.g. findability and consideration of other assets already named that may cause confusion.
- Honouring individuals or organizations who have made outstanding contributions to the community.
- Honouring significant events and groups within the community.
- The Library's commitments under *The Truth and Reconciliation Commission of Canada: Calls to Action*, the *United Nations Declaration on the Rights of Indigenous Peoples* and *Reclaiming Power and Place: The Final Report of the National Inquiry into Missing and Murdered Indigenous Women and Girls*.
- Donor and Volunteer recognition.

Assets covered by this Policy include, but are not limited to:

- Physical assets such as buildings, parts of buildings (e.g., rooms, hallways, theatres, lounges, common areas and galleries), fixtures (e.g., benches, shelving and carrels), and outdoor spaces (e.g., walkways, landscape features, trees, plazas and garden areas).
- Scholarships and bursaries.
- Collections.
- Organizational units.
- Positions, e.g., Writer in Residence.
- Services.
- Programs.

SPL assets are not given names that conflict with the Library's vision, values or goals. A Social Responsibility Review is required for all named assets. Naming does not imply endorsement of commercial products, ideological positions or political affiliations.

The following Naming is not permissible:

- Naming containing profane, obscene, violent, defamatory or hateful words.
- Names promoting, fostering or perpetuating discrimination on the basis of religion, creed, marital status, family status, sex, sexual orientation, disability, age, colour, ancestry, nationality, place of origin, race or perceived race, receipt of public assistance or gender identity.
- Commercial Naming (unless the company is the Donor).
- Personal names, other than the Donor, if the honoree does not approve the Naming.
 - In the event the honoree is unable to approve the Naming (e.g., memorial Naming), a Social Responsibility Review of the honoree suffices.
- Names containing non-existent, nonsense or made-up words.
- Names containing words in languages other than English, unless accompanied by a verifiable translation.

All signage relating to named assets must conform to SPL standards and guidelines. SPL takes all reasonable steps to avoid the perception of advertising or endorsing commercial entities and products; therefore, signage does not include any design trademarks, slogans or logos.

Assets named to recognize Donors are done so for a limited time period as defined in the Gift Agreement. Unless there are exceptional circumstances, the named time period does not exceed the life of the named asset.

Naming must conform to Canada's *Income Tax Act* and applicable Canada Revenue Agency regulations, especially in respect to charitable Gifts and official tax receipts.

Naming rights do not confer upon the name holder any rights to manage or control the named asset. SPL will not relinquish any aspect of the Library's right to manage and control its assets, facilities, programs, services and Personnel.

The Executive Team and appropriate Personnel are responsible for following the Board's direction in Naming. The Board is responsible for reviewing and approving the Naming of Library assets.

Named recognition may be revoked if, in SPL's opinion, circumstances respecting the named individual, organization or corporation arise which contradict SPL's vision, values and goals.

Definitions

- 1) "**Board**": Saskatoon Public Library Board.
- 2) "**CEO**": Saskatoon Public Library CEO.
- 3) "**Donor**": Any individual, partnership, corporation, foundation or other legal entity that makes a charitable Gift to SPL.
- 4) "**Executive Team**": SPL's CEO; Director, Public Services; Director, Collections & Service Infrastructure; Director, Finance & Administrative Services; Director, Strategy & Communication; Director, Reconciliation; and Director, Human Resources.
- 5) "**Gift**": A voluntary transfer of property without expectation of recognition, acknowledgement or other promotional considerations.

- 6) **"Gift Agreement"**: An agreement between SPL and a Donor that outlines the purpose, amount and recognition requirements of the Gift, and any direction or constraints on the Gift.
- 7) **"Library"**: SPL and its branches, permanent and temporary buildings, grounds and other spaces, including virtual spaces.
- 8) **"Naming"**: The official naming of a particular SPL asset to recognize and honor a Donor.
- 9) **"Personnel"**: All permanent and temporary employees, Circulation Associates, Casuals, security guards, contractors, consultants, Board and volunteers employed by or working at SPL.
- 10) **"Policy"**: *Naming Policy*.
- 11) **"Social Responsibility Review"**: A report that outlines the purposes and benefits of the proposed Naming, as well as identifying any circumstances that are not in alignment with the Library's vision, values and goals. The review includes, but is not limited to:
 - The reasons and benefits of the Naming opportunity.
 - The individual's background, curriculum vitae and/or the organization's or corporation's history, including their connection to the Library.
 - Identification of any circumstances that are noteworthy, e.g., awards, citations or medals.
 - Identification of risks and issues that may be controversial, e.g., reputation, legal action, judgements or public statements that are not in alignment with the Library's vision, values and goals, or may be outside of societal norms.
- 12) **"SPL"**: Saskatoon Public Library.
- 13) **"Volunteer"**: Any individual or entity that provides a gift of service to SPL for little or no compensation.

References

- Canada Revenue Agency regulations
- *Income Tax Act*
- *Reclaiming Power and Place: The Final Report of the National Inquiry into Missing and Murdered Indigenous Women and Girls*
- *Truth and Reconciliation Commission of Canada: Calls to Action*
- *United Nations Declaration on the Rights of Indigenous Peoples*