

Revised Philanthropic and Honorific Naming Recognition Policy

On December 8th, 2016, the AHS Board approved suggested revisions to the AHS Philanthropic and Honorific Naming and Recognition policy.

Key revisions to the Policy include:

- Naming and recognition decisions are approached in a manner that is fair, equitable, and scalable to all Foundations regardless of their fundraising capacity, resources, or their urban or rural locations.
- Approvals are accelerated by enhanced local decision making and replacement of approval thresholds with flexible criteria, allowing Foundations to better serve their donors.
- A flow chart has been added to clarify approval processes. To align with AHS support of greater local decision making, approval levels have been lowered for all but Type IV and Type V namings.
- Best practices for philanthropic and honorific naming will be shaped by a body of knowledge compiled through benchmarking. Data collected will be available to Foundations to aid in developing their naming plans and to AHS approvers for reference.
- An appeals process has been added to define actions that may be taken if a naming request is declined.
- Naming and recognition agreements currently in place shall continue to operate under their current agreement(s) and will not be affected by the Policy. Additions to or amendments of any grandfathered agreement shall conform to the criteria and conditions set out in the Policy.

You can view the full policy at: <https://extranet.ahsnet.ca/teams/policydocuments/1/clp-ahs-pol-naming-recognition.pdf>

For further information please contact Foundation Relations at foundationrelations@ahs.ca or Policy Development at policy@albertahealthservices.ca.