

LIBRARY BOARD POLICY

Section F5 – Naming and Donor Recognition

Policy Name:	Naming and Donor Recognition	Policy #:	F5
Version History: Approval: September 10, 2026			

Purpose

To provide a consistent, ethical, inclusive, and transparent framework for public recognition of donors and sponsors—including naming opportunities for Port Moody Public Library (PMPL) facilities, spaces, collections, and programs—while safeguarding PMPL’s mission, neutrality, ethical standards, intellectual freedom, and reputation. Recognition must align with charitable obligations and must not imply endorsement or confer preferential access.

Scope

Applies to all donor recognition and naming undertaken by PMPL or on PMPL’s behalf. Covers recognitions arising from philanthropic gifts (F3) and sponsorships (F4) while honouring requests to remain anonymous.

Not covered here: gift acceptance (F3), fundraising mechanics or sponsorship agreements (F4), nor collection development (D1).

Definitions

- Donor Recognition: Public or private acknowledgements of gifts (cash or in-kind) that are modest in value relative to the gift and constitute symbolic consideration.
- Naming Opportunity: The conferral, for a specified term or useful life, of a name for a library space, area, program, position, or collection in recognition of significant philanthropic support or, in exceptional cases, to honour an extraordinary contribution.
- Sponsorship Recognition: Acknowledgement and visibility provided to sponsors under a mutually beneficial exchange (marketing value received) and not receiptable as a charitable gift (managed under policy F4).

Underlying Principles

- Mission and Neutrality: Recognition and naming must support PMPL’s mission, not compromise neutrality, ethical standards, or intellectual freedom, and never confer editorial control, collection influence, or preferential access.
- Compliance and Transparency: Recognition will align with CRA-compliant gift acceptance practices (F3) and sponsorship rules (F4). Sponsorship recognition is non-receiptable.
- Consistency and Equity: Recognition shall be timely, meaningful, equitable, and consistent with established proportional tiers and standards in this policy and associated procedures.
- Indigenous Considerations: Where appropriate, PMPL will consider culturally respectful and locally relevant forms of recognition and how public association may impact Indigenous patrons and Nations.
- No Endorsement: Recognition and naming do not imply PMPL endorsement of a person, company, product, or viewpoint.

Policy Statement

1. Role, Authority and Decision Rights

1.1. Board of Trustees

- 1.1.1. Approves all naming opportunities and any revocation; approves major recognition installations; and may establish a Naming Committee to review proposals.
- 1.1.2. Obtains City Council's concurrence prior to final approval for any naming opportunity that carries significant financial value, applies to a major public space, or involves a long-term naming commitment.
- 1.1.3. Ensures that any naming recommendation forwarded to Council aligns with municipal ownership, facility-use arrangements, and Council's decision-making authority.

1.2. Director of Library Services (or designate)

- 1.2.1. Administers donor recognition consistent with this policy; proposes naming opportunities; manages recognition inventories; and ensures brand/visual standards.
- 1.2.2. Appropriately manage conflicts of interest related to donor recognition or naming opportunities.

1.3. Staff and Volunteers

- 1.3.1. Implement recognition and maintain records per established procedures
- 1.3.2. Identify and disclose conflicts of interest related to donor recognition of naming opportunities.

2. Donor Recognition (non-naming)

- 2.1. Acknowledgements may include personalized thank you letters; listings (annual reports, digital/onsite donor rolls); bookplates; invitations; plaques or signage associated with a funded service/area; or other appropriate symbolic gestures, respecting anonymity upon request.
- 2.2. Recognition will meet gift tier proportional threshold and not exceed marginal value relative to the donation.
- 2.3. Sponsorship recognition (e.g., logo inclusion, event signage) is governed by policy F4 and the sponsorship agreement; no donation receipts are issued for sponsorships.

3. Naming Opportunities

3.1. Eligible assets for naming

- 3.1.1. Subject to Library Board approval, PMPL may offer naming opportunities for defined assets such as rooms, distinct areas, program spaces, collections, service points, furnishings/equipment, or other appropriate assets. In addition, while not considered a physical asset, PMPL-led programs/activities may also be eligible for naming in recognition of significant support, provided such naming aligns with this policy.

3.2. Eligibility and suitability criteria

- 3.2.1. In considering a naming request, PMPL will assess based on Policy F4 section 3.2.

3.3. Term and Duration

- 3.3.1. Naming will be conferred for a defined term (e.g., years) or the useful life of the named asset.

3.4. Revocation/change in circumstances

- 3.4.1. PMPL reserves the unilateral right to revoke naming if the continuation of the agreement contravenes Policy F4 section 3.2.

3.5. Recognition installation and style

- 3.5.1. Naming signage and recognition installations will follow PMPL brand/wayfinding standards.

3.6. Agreements

- 3.6.1. All sponsorships require a written agreement stating: scope, term, recognition benefits, brand use, termination rights, indemnities, and compliance obligations. Sponsorship agreements do not provide tax receipts.

3.7. Approvals and Agreements

- 3.7.1. No commitments regarding naming will be made before Library Board approval.
- 3.7.2. Any naming associated with a gift, sponsorship, or other contribution must be supported by a written agreement specifying: the named asset; the scope and form of recognition; duration or term; visual identity and brand use; installation and maintenance responsibilities; revocation provisions; and, where applicable, conditions related to pledge fulfillment or staged commitments.

4. Relationship to policies F3 and F4

- 4.1. *Donations and Gift Acceptance (F3)*: All gifts underlying a naming must be accepted and receipted per F3 (e.g., fair market value, in-kind appraisal, split-receipting).
- 4.2. *Fundraising and Sponsorship (F4)*: Where naming or recognition is tied to sponsorship, it is a marketing exchange and not receiptable; agreements must comply with F4.

5. Donor and Sponsor Anonymity and Privacy

- 5.1. PMPL respects requests for anonymity (public name suppression and/or gift amount suppression), subject to legal disclosure requirements. Donor records are confidential per PMPL privacy practices; donors may review their own records.

6. Renaming and Legacy Recognition

- 6.1. When renaming occurs due to renovation, repurposing, or the expiry of a term, PMPL may provide appropriate symbolic legacy recognition (e.g., historical plaque, digital archive listing) at the library's discretion and consistent with the original agreement.