

# NAMING OPPORTUNITIES POLICY

## Purpose

This policy establishes guidelines for naming opportunities associated with significant charitable gifts to the CHCC Foundation. It is intended to ensure that naming decisions reflect the foundation's mission, values and long-term stewardship responsibilities while honoring donor generosity in an appropriate and consistent manner.



## Scope

This policy applies to proposed naming opportunities associated with gifts made to the CHCC Foundation that meet or exceed \$50,000, whether provided as outright gifts, pledges, planned gifts or a combination thereof. All naming opportunities are subject to approval under this policy.

## Guiding principles

Naming opportunities are considered in recognition of transformational support and are guided by the following principles:

- Alignment with the foundation's mission to support educational training programs and faith-based care at Christian Health Care Center in Lynden
- Protection of the integrity, reputation and independence of the foundation and Christian Health Care Center
- Responsible stewardship of facilities, programs and resources over time
- Consistency, fairness and transparency in decision-making

## Eligibility and approval

- Naming opportunities are available only for gifts that meet established significance thresholds and strategic priorities.
- All naming proposals require review and approval by the CHCC Foundation board of directors, in coordination with Christian Health Care Center leadership.
- Approval is based on the nature of the gift, the donor's intent, the proposed name and the anticipated longevity of the named asset.

## Form of recognition

- Naming may apply to physical spaces, rooms, programs or other assets as deemed appropriate.
- The foundation retains discretion over signage, wording, placement and design to ensure consistency and dignity.
- Naming recognition does not imply ownership, control or ongoing donor involvement in operations or decision-making.

## Duration of naming

- Naming recognition is generally granted for a defined period of time based on the nature and expected useful life of the named asset.
- Time-limited naming may be renewed or modified at the discretion of the foundation.
- Permanent naming is considered only in exceptional circumstances and requires explicit board approval.

## Donor intent and restrictions

- Donor intent will be honored in accordance with the foundation's gift acceptance policy.
- Naming opportunities may not impose restrictions that compromise governance, operations or long-term viability.
- The foundation retains sole authority over use, modification or repurposing of named assets.

## Anonymity and preferences

- Donors may request anonymity in lieu of public naming recognition.
- Recognition preferences will be considered when feasible and appropriate.

## Modification or removal of naming

The CHCC Foundation reserves the right to modify or remove a naming recognition if:

- The named asset is renovated, repurposed or no longer exists
- Continued association with the name could harm the reputation or mission of the foundation or Christian Health Care Center
- Circumstances arise that make the naming impractical or inconsistent with stewardship responsibilities

## Documentation

All naming opportunities will be documented in a written agreement outlining the gift, recognition terms, duration and conditions, consistent with this policy.

## Policy review

This policy will be reviewed periodically and updated as needed to reflect organizational priorities and best practices.

## Questions

Questions about donor recognition may be directed to CHCC's executive director by calling 360-354-4434.