

Do you want that name on your building?

The Current State of Philanthropic Naming

VITR  **O**

Bold Leadership. Transformative Fundraising.



MONDAY, JULY 29 | 4:00PM – 5:00PM
INTERNATIONAL PUBLIC LIBRARY
FUNDRAISING CONFERENCE

VINCENT DUCKWORTH, CFRE
ViTreo Group

CHRISTINE GINGERICK
Calgary Public Library Foundation

Calgary Westbrock Station



CALGARY
PUBLIC
LIBRARY

NICHOLLS FAMILY
LIBRARY



#becauselibrary

BIRD

PRESENTATION OVERVIEW

Why name anything?

Organizational naming policy

Issues in naming

WHY NAME ANYTHING?

TORONTO PUBLIC LIBRARY
GEORGE H. LOCKE
MEMORIAL BRANCH

3083

TORONTO PUBLIC LIBRARY

3083







Why do donors care?



**Why do organizations
care?**

WHY NAME ANYTHING?

Why do donors care?

Enduring recognition

Support linked to interests

Ability to honour others

...

Why do our orgs care?

Stewardship opportunities

Visible display of giving (inspire others)

...



The image shows the entrance to the Stanley A. Milner Library. The focal point is a white horizontal band with the library's name in black, serif, all-caps lettering. Above this band is a large, arched window with a dark wooden frame. Below the band, a complex network of dark wooden beams and supports is visible, suggesting a multi-level or vaulted interior structure. The sky in the background is a clear, pale blue.

STANLEY A. MILNER LIBRARY



JUDITH UMBACH LIBRARY

As a girl growing up in Calgary, Judith's mother took her to the Library to discover stories that would inspire her life. As a testament to Judith's love of libraries, we have commemorated her favourite book, *Jane Eyre*.

As a world traveller, Judith explores libraries wherever she visits, seeking to reveal their treasures and how they inspire their communities. Judith served the Calgary Public Library on its Board for 12 years, chairing and leading its efforts until 2008.

As a photographer, Judith captures scenes which will never be seen again—Calgary in an evolutionary state, growing, changing and advancing.

Judith is helping the Library grow, change and advance with a historic legacy gift. By naming this the Judith Umbach Library, we honour her transformative contribution to the Calgary Public Library.

"I am no bird, and no net ensnares me: I am a free human being with an independent will."

— Jane Eyre
Charlotte Brontë

Judith Umbach

Naming Policies

What needs to be in the naming policy?

Thanks to the generous support
of Hopewell Residential,
young minds will soar at the

Hopewell Early Learning Centre.

Hopewell*



NAMING POLICIES

What needs to be in a naming policy?

Values alignment statements

\$\$ value ranges (new/renovation)

Duration of naming

Honourary naming

...

NAMING POLICIES

What needs to be in a naming policy?

How to address brand/naming conflicts

Exclusions

De-naming/demolishment procedure

...



GIUFFRE FAMILY LIBRARY

Mary and Joe Giuffre arrived in Calgary in 1970, in young parents with a child. When six more children followed, the library became an essential part of family life.

Treasure Island was Joe's favourite book growing up, and for more than sixty years Mary has read the Calgary Herald from start to finish. Together, they passed along their love of reading to their children, opening worlds of information for the next generation of Giuffres.

Mary and Joe, along with their children, grandchildren and great-grandchildren, are honoured to contribute to a legacy of learning for the Calgary community—because knowledge is one of the greatest treasures of all.

Giuffre Family

In grateful recognition of
The Giuffre Family

Mary and Joe Giuffre, along with their children, grandchildren, and great-grandchildren, believe that libraries are one of the greatest treasures of all. In recognition of the Giuffre Family's transformational investment in the Calgary Public Library, we proudly honour them through the naming of the Giuffre Family Library.

The Giuffre Family is a Founding Partner of Add In - the Campaign for Calgary's Library, a bold and audacious vision to take a great library system and turn it into the best in the world.

Issues in Naming

What are the big issues in naming?

WHAT ARE THE BIG ISSUES IN NAMING?

What are the big issues in naming?

Public perception

Removing a name

- because of controversy

- to make room for a "new" name

Gift acceptance

QUESTIONS?

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