



St. Ursula Academy and St. Ursula Academy Foundation

Naming Gifts Policy

Last amended: August 27, 2020

The Naming Gifts Policy helps ensure that gifts with associated naming rights are managed in a consistent manner, and according to established guidelines. It is also designed to provide donors with equitable, consistent, and appropriate recognition and stewardship for their generous support, leading to lasting and mutually beneficial relationships with SUA. This policy applies to all naming gifts secured by the school, not just those managed by the Advancement Team.

In recognition and appreciation of their generosity, donors who make certain types of charitable contributions to St. Ursula Academy may be offered the opportunity to select the name of the program, facility, position, or entity being funded by their gifts.

The policy outlines the types of gifts that may carry naming rights, and provides information related to the minimum amount required for specific naming gifts, name approval and duration, donor recognition, and other terms.

This policy governs the Advancement Team and other SUA employees, volunteer fundraisers, and board and committee members who interact directly with donors and prospective donors. This policy will also be relevant to donors and prospective donors as part of pertinent gift discussions. Other school parties impacted by this policy include team members in Facilities, Finance, and Marketing.

Policy Statement

I. **Applicability**

This policy applies to gifts with associated naming opportunities at St. Ursula Academy as a form of recognition for the contributions of individuals or organizations to the school.

This policy was approved by the SUA Advancement Committee on December 10, 2020, the SUA Board of Trustees on January 21, 2021, and the SUA Foundation Board on January 12, 2022. The policy went into effect on January 12, 2022.

II. **Types of Funds with Potential Naming Opportunities**

- A. Endowed: Endowed funds are designed to provide perpetual support to a designated area. To establish a named endowed fund, a gift must meet the funding minimum set by the school. For current named endowed fund minimums, contact the Advancement Office.
- B. Non-endowed: In certain circumstances, current-use commitments can qualify for a naming opportunity. Many gifts to name physical entities are in this category.

III. **Standard Designations for Naming Gifts**

- A. Physical Entity:
 - 1. Buildings and other major facilities, discrete components of buildings (wings, foyers, classrooms, laboratories, studios, offices, conference rooms, etc.) and athletic facilities.
 - 2. Campus grounds, outdoor renovations, gardens, trees, fountains, benches, walkways, parking facilities, and other real property.
 - 3. Collections of significant size and continuing educational, scientific, historic, artistic, or cultural value.
- B. Non-Physical Entity:
 - 1. Departments, institutes, centers, programs, teaching awards, and prizes.
 - 2. Academic or non-academic positions, including but not limited to department chairs, directorships, and other administrative roles.
 - 3. Student support, including but not limited to scholarships and other student awards.

IV. **General Terms**

- A. Naming of a school asset or entity must be made in accordance with this policy and related procedures and meet all terms of the school's Gift Acceptance Policy.
- B. The donor may select the name of the entity being funded, so long as the criteria set forth in this policy are met, and school approval is granted. Factors that may be considered by the school in determining the appropriateness of a name include:
 - 1. Consistency with the mission, vision, reputation, and values of the school.
 - 2. Whether a name may imply the school's endorsement of a political or ideological position or the use of a particular product or service.
 - 3. Potential conflict of interest (primarily in cases of corporate or organizational naming gifts).
 - 4. Whether the name reinforces the school's branding standards.
 - 5. Potential conflict with existing named entities or spaces.

- C. Naming gifts do not confer the right to the donor to determine the use of the fund (e.g., the purpose or use of the named space, specific beneficiary of a student or faculty support fund, and/or program curricula).
- D. A named entity may not be announced by any school unit prior to final approval as required by this policy.

V. **Naming Gift Values**

A. Endowed Funds:

1. The school establishes the minimum gift amount required to create each type of named endowed fund. Such minimums are important to ensure the endowed fund provides sufficient funds to accomplish the purpose intended by the donor.
2. Minimum gift amounts for named endowed funds will be amended by the school from time to time, to correspond with real costs.
3. In some cases, the name of an endowed fund may be different from the name used publicly for the entity the fund supports. In such instances, both the name of the fund and the name to be used publicly will be detailed in the associated gift agreement.
4. For current named endowed fund minimums, contact the Advancement Office.

B. Current-use Funds:

1. In general, named current-use funds adhere to the same fund minimums required to create named endowed funds. Exceptions to this standard are rare, and are only granted by the Director of Advancement, in consultation with the President as needed.
2. In some cases, the name of a current-use fund may be different from the name used publicly for the entity the fund supports. In such instances, both the name of the fund and the name to be used publicly will be detailed in the associated gift agreement.

C. Physical Entities:

1. Once a new building, expansion, or renovation has been approved by the school, the value of associated naming gifts will be determined by the Advancement Office, in consultation with the President. This applies to spaces both within and outside buildings.
2. Similarly, the value of associated naming gifts for existing spaces will be determined by the Advancement Office, in consultation with the President.

VI. **Naming Approval and Timing of Naming Activation**

- A. The Director of Advancement manages the naming approval process, in consultation with the President and Board of Trustees, as appropriate. (Note: Requests for non-gift-related honorific namings at SUA must be directed to the President.)
- B. Name approval may not be granted until the proposed name is known. If the donor does not wish to select the name to be applied when the gift is made, SUA may accept the gift, with the name determined later, subject to the terms of approval outlined in this policy.
- C. For binding, irrevocable gifts, a name may go into effect before the gift is paid in full, at the discretion of the Director of Advancement, in consultation with necessary school parties.
- D. For non-binding, revocable gifts, a name will not be activated until the gift is received.

VII. Donor Recognition

- A. The school places great value on recognizing and showing appreciation to donors for their generosity. Therefore, in addition to providing naming rights for eligible gifts, other methods of recognition may be applied, such as those outlined below. It is highly important that recognition be equitable and consistent based on gift type, amount, and designation, and that it adhere to established standards.
- B. Physical Recognition:
 1. Gifts to name a physical entity will typically be recognized via signage, plaques, displays, or other physical installations.
 2. The nature and attributes of the physical recognition will be: commensurate to the level and type of gift; designed in accordance with school standards; and aligned with the features of the intended placement location.
 3. Corporate or organization logos may not be incorporated into recognition signage without approval of the Director of Advancement, in consultation with the President.
 4. Physical donor recognition items must be approved by the donor and appropriate school representatives prior to production and installation, and may not be installed until the terms outlined in this policy have been met.
- C. Other Recognition:
 1. Naming gift donors may also be recognized via other means (e.g., events and media announcements), corresponding with the type, amount, and purpose of the gift.

VIII. Duration of Naming

- A. Naming is generally granted for the useful life of the entity unless otherwise specified in the gift agreement (and subject to the terms of revocation as set forth in this policy).

- B. For current-use gifts, naming terms, including duration, shall be set forth in writing by the school and donor.
- C. If circumstances change so that the purpose for which the named entity was established is or needs to be significantly altered, is no longer needed/ceases to exist, or if a physical entity is replaced, significantly renovated or no longer habitable, the school will consult with the donor if possible, or the donor's estate, if practicable, to determine an appropriate way to recognize the original naming gift.

IX. Revocation of Naming

- A. The school may revoke a naming if any of the following conditions occurs (not an exhaustive list—other conditions could lead to revocation):
 - 1. The pledge obligation is unfulfilled and/or written off (if partial funding was received that is sufficient for an alternative naming opportunity, the terms of this policy shall govern any renegotiation for a suitable naming).
 - 2. The school determines that its association with the donor will materially damage the reputation of the school.
 - 3. A change in family or organizational circumstances causes the donor or other affected individual(s)/organization(s) to request a name change or revocation.
- B. Revocation decisions shall be made by the President based on the recommendation of the Director of Advancement. The President will determine whether the Board of Trustees should be consulted.
- C. The school shall make all reasonable efforts to inform the original donor or the donor's heirs/designees in advance of any revocation or change.

X. Special Circumstances and Exceptions

Any special circumstances or requests for exceptions must be referred to the Director of Advancement, who will determine the course of action, which may include consultation with the President.