

# Saint Mary-of-the-Woods College

## NAMING GUIDELINES

### **PURPOSE STATEMENT**

Naming opportunities exist to recognize the commitment, accomplishment, and generosity of remarkable individuals and entities whose support is paramount to furthering the College's mission and vision. The College seeks to appropriately recognize benefactors who have made substantial financial contributions by providing naming opportunities as described in these Naming Guidelines (the "Guidelines").

The primary motivating factor for naming opportunities shall be to encourage private philanthropic support, a critical element in the College's ability to achieve its mission. Gifts from a naming donor should have an extraordinary, transformational and immediate impact upon the College. Only under unique circumstances should a naming opportunity be considered without a gift, or honorifically.

These Guidelines are established as the general procedures for the approval of philanthropic and honorific naming opportunities at Saint Mary-of-the-Woods College. They serve as a reference document for all College administrators, faculty, staff, and donors to:

- provide guidance about the size and structure of gifts for particular naming opportunities;
- promote consistent naming levels for philanthropic and honorific support;
- and ensure that permanent endowments fully support the desired purposes of the College and donors.

### **OVERVIEW**

Buildings, facilities, programs, positions, and more at Saint Mary-of-the-Woods College may be named for individuals, corporations, organizations or other entities, based on two broad sets of criteria. First, they may be named in recognition of a donor's transformational philanthropic support. Most often a naming is in accordance with the terms detailed in a gift agreement. Second, they may be named to honor those who are considered to have had a significant positive impact upon the College and/or whose name may bring honor and distinction to Saint Mary-of-the-Woods College.

It is the intention of the College that naming opportunities generally be held in perpetuity. It must be understood that the College retains the right to change or eliminate any facility or program at any time, regardless of whether that facility or program carries a name.

The scope of the Guidelines outline the process and policies for those naming opportunities under the control of Saint Mary-of-the-Woods College, and reflect the process through which the College shall recommend a naming opportunity to the President and, when applicable, the Board of Trustees. Included herein:

- Honorific Naming
- Philanthropic Naming
- Naming Process

- Permanence of a Name
  - Removal of Names
  - Changing a Name at a Donor's Request
- Consistent Signage
- Exceptions

## **HONORIFIC NAMING**

An honorific naming may be bestowed in recognition of the dedication or meritorious contribution of an individual or entity, regardless of the receipt of monetary support. The individual or entity being recognized by an honorific naming must have exhibited values consistent with the mission and vision of the College and have a well-established relationship with the College. Additionally, consideration should be given as to whether this act of good will has the potential to provide value and additional promise to Saint Mary-of-the-Woods College.

Unless the circumstances are exceptional, individuals shall not ordinarily be considered for this honor if they are in active service at the College, in their first year of retirement, involved with the College in a decision-making capacity, or hold elected office in the U.S. or abroad at the time of the naming.

Consideration for honorific naming shall be submitted to the Office of Advancement for vetting. The President, and when appropriate the Board of Trustees, shall approval honorific naming opportunities. Documentation of the honorific naming shall be recorded by the Office of Advancement for historic purposes.

## **PHILANTHROPIC NAMING**

Recognizing benefactors through naming opportunities contributes to the growth of a philanthropic culture at Saint Mary-of-the-Woods College. Creating a tangible legacy for donors, demonstrating the esteem and faith donors have in the College for future generations and inspiring others to provide transformational support are just some of the benefits derived from a philanthropic naming program.

### **Buildings or Facilities**

Commitments to name a building or physical space should be related to contributions in the form of cash, cash equivalents, marketable securities, or enforceable pledges to be paid in full within five years. Planned commitments, with the exception of charitable lead trusts, may not be considered opportunities to name buildings or physical spaces unless the commitment is legally irrevocable.

The opportunity to name a building, new or existing, shall be approved by a majority vote of the Board of Trustees. All other facility naming opportunities shall be approved by the President.

In order to be considered for naming a building or facility, a benefactor shall meet the following minimum philanthropic threshold:

- Renovation Project—50% of the total project cost
- Existing Building or Facility—25% of the replacement cost

- New Construction Project—25% of the total project cost

The term “facility” includes a building component, a physical space on the campus grounds, or any physical entity at the College. Examples include, but are not limited to, the following: wings within buildings, auditoriums, classrooms, labs, student bedrooms or suites, landscaping components, fixed equipment, installed sculptures or artwork, windows, etc.

Future campaigns may establish their own unique naming guidelines, so long as they are consistent with the institutional minimums.

### **Endowments**

Donors may establish an endowed fund in support of student scholarships; academic, athletic or co-curricular programs; or faculty and staff positions. Commitments to establish an endowment are typically accompanied by a formal gift agreement, unless they are established by the President or Board of Trustees following the receipt of an unrestricted estate or special gift. Gift agreements shall detail the name of the fund that has been agreed upon by the donors and the College.

In addition to cash, cash equivalents, marketable securities, or multi-year pledges to be paid in full within five years, endowment gifts to Saint Mary-of-the-Woods College may also be established with a planned gift commitment.

- Scholarships
  - Minimum amount to establish and name a new endowed scholarship is \$50,000
- Programs
  - Minimum amount to name an endowed program is \$100,000
  - The endowment gift should be substantial and significant, even transformative in nature, enabling the program to improve the College’s competitiveness, distinction and position within the academic community
  - Existing programs may be endowed and named
  - New programs may be created and named
  - The appropriate vice president shall be involved in the development of programs to be endowed by a benefactor, as well as the Vice President of Advancement and the President
  - Three quarters of the endowment should remain unrestricted for the program
- Positions
  - Minimum amount to name an Endowed Chair is \$500,000
  - Minimum amount to name an Endowed Professorship is \$250,000

## **NAMING PROCESS**

Philanthropic naming actions are typically detailed in donor gift agreements. Prior to executing the agreement, the advancement professional shall discuss the naming opportunity with the Vice President of Advancement. The President shall approve any facility naming prior to the full execution of the donor agreement.

Any constituent may recommend an honoree to the Office of Advancement for consideration of an honorific naming opportunity. Philanthropic opportunities and conflicts will be considered by the Vice President of Advancement prior to forwarding vetted nominees to the President for approval.

If a new or existing building is to be named, the Vice President of Advancement shall ensure the Board of Trustee Advancement Committee is presented with the proposed naming opportunity. If approved by the Advancement Committee, the full Board of Trustees shall be asked to consider the question for a majority vote to approve the naming action.

## **PERMANANCE OF A NAME**

The College affirms its commitment to honor the legacy of donors at Saint Mary-of-the-Woods College. A philanthropic naming shall be for the life of the space unless otherwise agreed upon in a gift agreement. Likewise, a facility named honorifically is intended to be perpetual. However, if a facility's useful life expires and/or it must be replaced or substantially renovated, or the use of a facility is re-designated, it may be renamed for a new donor, subject to the specific terms and conditions set forth in any gift agreement with the donor related to the prior naming action.

Consistent with the Saint Mary-of-the-Woods College Gift Acceptance Policy, if the purpose of the original named gift is no longer consistent with the College's mission, the President shall determine a redirection of the funds, taking into consideration the original purpose of the gift. Where possible, a donor or a donor's heir shall be contacted. Any changes to a gift's allocation(s) shall be consistent with jurisdictional law or guidelines.

### **Removal of Names**

It must be understood that the College retains the right to change or eliminate any facility or program at any time, regardless of whether that facility or program carries a name. While the College always seeks to respect those honored through the naming of a facility or program, the mission and values of the College remain paramount. If the administration of the College deems it necessary to change or eliminate a facility or program in order to carry out its mission, it has the right to do so without the involvement of those for whom these facilities or programs have been named.

The College also reserves the right to remove the name of a building or facility under the following circumstances: In the event a donor fails to fulfill the pledge for which they have been recognized; the donor or honoree is found guilty of, or pleads no contest to any criminal code violation; the donor or honoree enters into a settlement agreement with any government agency or authority to avoid governmental prosecution; or by a majority vote of the Board of Trustees that deems the conduct of the donor or honoree besmirches the reputation of the College.

### **Changing a Name at a Donor's Request**

If a benefactor requests a change to the name of a facility, program or other physical donor recognition (i.e. due to marriage or corporate merger), the College shall consider the request. Depending on the level of change required, approval shall be given by the President or the Board of Trustees. All replacement signage and applicable costs shall be at the donor's expense.

### **CONSISTENT SIGNAGE**

Donor recognition signage must be consistent with the College design standards. All fabrication and installation of donor recognition throughout Saint Mary-of-the-Woods College shall be coordinated by the Office of Advancement. Advancement staff shall work directly with the Facilities Department and all appropriate parties related to the project including the donors and College representatives of the named space.

### **EXCEPTIONS**

Any exception to the Guidelines must be presented to and approved by the President. If approved, documentation shall be recorded by the Office of Advancement for historic purposes.