

UNIVERSITY OF CENTRAL MISSOURI ALUMNI FOUNDATION	
Policy Name: Named Gift Recognition Policy	Date Approved: April 28, 2023
Approval Authority: Alumni Foundation Board	Date Effective: April 28, 2023
Responsible Department: University Advancement	Date Last Revised: Originally a University Advancement Internal Policy
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Purpose/Policy Statement

Significant private gifts to support the University of Central Missouri through the University of Central Missouri Alumni Foundation offer an opportunity for appropriate recognition for our most loyal and generous donors. Part of this recognition may include the creation of named endowed or non-endowed gift funds benefitting University of Central Missouri students, faculty, research, and/or programmatic initiatives or recognition that results in the naming of faculty positions, scholarships, buildings, facilities, units, or programs.

A naming gift must be accomplished with great care and sensitivity to the goals and needs of both the donor and the University of Central Missouri. To ensure these outcomes and to maintain consistently high standards, the University of Central Missouri Alumni Foundation outlines the following gift named recognition guidelines designed to:

- A. Provide guidance for determining the appropriate recognition of a donor.
- B. Provide guidance to prospective donors, University of Central Missouri, and University of Central Missouri Alumni Foundation about the size and structure of gifts necessary to attain various levels of naming recognition.
- C. Provide a mechanism for evaluating proposed major gift naming gifts.
- D. Promote appropriately consistent naming recognition levels and procedures across the University of Central Missouri colleges, schools, departments, and units.
- E. Ensure that endowment funds will be sufficient in size to fully support the desired purposes.
- F. Ensure that deferred gifts recognized through creation of a named fund will have equivalent present value when compared to the corresponding current gift level.

The guidelines are intended as a general outline of available gift opportunities and, in the case of faculty positions and named facilities, units and programs, should be consulted along with other relevant University of Central Missouri Board of Governors and University of Central Missouri Alumni Foundation Board of Directors policies.

When naming requests are presented in a gift agreement, the University of Central Missouri Alumni Foundation, in coordination with the University of Central Missouri, will review and consider such requests and the corresponding gift consistent with its policies and practices. The University of Central Missouri Alumni Foundation is not involved in naming approvals at the University of Central Missouri when there is not a gift commitment.

Scope

This internal policy shall follow the University of Central Missouri Board of Governors Naming Policy – Policy 1.2.090. The University of Central Missouri Board of Governors supersedes all internal policies and is intended to standardize and clarify the way in which the University of Central Missouri names facilities, academic programs, and endowments.

Definitions

Foundation- University of Central Missouri Alumni Foundation.

Directors- University of Central Missouri Alumni Foundation Board of Directors.

Vice President- University of Central Missouri Vice President for Advancement and Executive Director, Alumni Foundation.

University- University of Central Missouri.

Governors- University of Central Missouri Board of Governors.

President- President for the University of Central Missouri.

Academic Programs- Include without limitation colleges, schools, centers, institutes, departments, and programs.

Donor- One or more persons or an organization that gives a monetary gift to the Foundation or University.

Endowments: Gifts seeking to provide permanently funded opportunity for chairs, professorships, administrators, fellowships, or scholarships.

Facilities- University property, including but not limited to buildings, structures, roads, or other similar features.

Naming Opportunity- Named recognition that honors or memorializes a donor, their family, loved ones, colleagues, friends, or an organization facilitated through a substantial philanthropic gift.

Naming Plan- Naming proposal submitted to Vice President to ensure compliance with the UCM Governors Policy 1.2.090 Naming Policy and Foundation Named Gift Recognition Policy prior to submitting a naming opportunity request to the UCM Board of Governors.

Recognition- Acknowledgement of donors who have contributed generously to an opportunity, but whose gift does not meet the criteria for a naming opportunity (e.g., donor recognition plaque, wall, etc.)

Sponsorship- Financial support received by the University through the provision of products or services. Sponsorship benefits that may include publicity are not ruled in this policy.

Policy

I. Gift Minimums for Naming Opportunities

Suggested minimum contribution levels for naming opportunities may vary by college, discipline unit or program, and may also be adjusted from time to time in proportion with changing costs. The gift minimums identified within the *Procedures for Named Gift Recognition Policy* are not exhaustive and other opportunities may exist throughout the University. The University and the Foundation may allow for gift recognition opportunities below the minimum gift levels identified below on a case-by-case basis due to varying facts and circumstances justifying such recognition, and alternatively, may require higher gift levels. The University and the Foundation reserve the right to make a final determination in specific cases and to eliminate certain options, which may be updated from time to time by the President and Vice President.

II. Gift Agreements

All gifts involving naming recognition which require prior approval of the Governors must be documented in a gift agreement among the donor, University, and Foundation. All other naming opportunities should be documented in a gift agreement between the donor and Foundation. The gift agreement should detail the terms of understanding regarding the naming and any related issues about use, recognition, and publicity of the gift. The gift agreement and any pledge forms utilized for the naming of facilities or programs must stipulate that recognition is subject to the ultimate and prior approval of the Governors.

A pledge with a naming opportunity may not exceed five (5) years and naming is contingent upon fulfillment of the pledge.

III. Name Selection

Naming opportunities are long-term commitments and decisions must be made carefully. The name selected for University initiatives should be consistent with their purposes. Once named, a perpetual and public connection is formed between the University, individual, family, or organization. The University must ensure that the name selected is appropriate and aligns with the University's mission. Factors such as personal character and business affiliations of the donor must be weighed to ensure, as much as possible, that the donor's name will continue to bring positive recognition to the University.

The University will conduct a review, as appropriate and necessary, regarding the person or organization in whose honor the entity is to be named and the implications of the naming for the University. The Vice President will make a final decision for recommendation to the Governors, through the President.

University and Foundation staff should not discuss with potential donors any specific naming opportunity for a facility or program without the prior written approval of the Vice President. At times, the discussions of a possible facility or program naming opportunity may be initiated by a prospective donor and the donor should be informed promptly that these naming opportunities require participation and careful consideration by all involved parties.

The Governors have final approval for all facility and program naming opportunities at the University. However, to streamline the approval process, the Governors authorize the Vice President to act as coordinator of gift agreements and naming designations. The Vice President will coordinate naming opportunities supported by a donor gift that meets gift level guidelines via a written naming plan. Naming opportunities that are for positions, fellowships, lectureships, research awards and scholarships will be agreed upon by the donor and the Foundation. The generic name should remain standard but may be preceded by a name suggested by the donor and followed by a collegiate or departmental modifier.

IV. Named Facilities

A gift recognized with the naming of a facility should be one that significantly covers the cost of either new construction or renovations. The appropriate amount and exact use of such gift will vary. Specifically, as a starting point in any discussion, it is recommended that the University consider only those naming opportunities that are identified and updated from time to time. To attach a donor's name potentially permanently to an entity, with its increased visibility and prestige, might reasonably be expected to require a more sizable gift threshold. Multiple naming opportunities may be made available when the cost of new construction or renovations increase after the initial estimated costs of a project are determined.

If a facility or program is eliminated, or is substantially changed from its previous form, the Vice President, with the consensus of the President, reserves the right to pursue alternate methods of recognizing the donor whose name was on the previous facility or program. Naming of a facility or program does not entitle the donor to continue naming of facilities or programs after a facility has been demolished or substantially changed, or after a program has ceased to exist in its previous form. In all instances, decisions to change a named facility or program rests with the Vice President, President, and Governors, depending on the level of naming involved.

To the extent possible, the names of areas and interior or exterior spaces outlined in gift agreements should be worded in a manner that will not restrict the future use of the area or space. If a donor wishes to change the name on a building or space, an amendment to the gift agreement is required. Costs associated with the change may be the responsibility of the donor.

V. Named Endowed Academic and Collegiate Entities

A gift recognized with the naming of a college, school, center, institute, department, or a

program should be one that fundamentally transforms the entity. The appropriate amount and exact use of such gift will vary but should always be large enough to lift the entity substantially and measurably to a new standard of excellence. It is recommended that

University colleges consider only those naming gifts that will generate annual income at least equal to five percent of the entity's annual operating budget.

VI. Named Endowed Positions and Scholarships

To name a Deanship or the University Librarian's position, a permanent endowment must be established and appropriate funding in place before the position may be named or filled. Professorships and faculty fellowships created with sufficient endowment funding may be named potentially permanently, or they may be named on a term basis provided the donor provides the minimum level of support within five (5) years as well as the annual giving requirement.

VII. Planned/Legacy Giving

Deferred gift accounts may be used to fund a named position, but deferred commitments will not be announced and recognized as complete named gifts until all funds are received. If the funds are insufficient to completely support the desired purpose, the Foundation, may at its option, and in concert with the University, invest the funds until the desired level is reached. Alternatively, the Foundation and the University may recognize the gift with a naming opportunity at the appropriate level and purpose most closely reflecting the donor's original intent.

VIII. Publicity and Recognition Guidelines

The first consideration in any named-gift announcement or other form of publicity is to seek permission from the donor and honoree.

If the donor and honoree have agreed to have their naming gift publicized, the Foundation will work with the University on the creation and distribution of publicity.

All forms of recognition for major gifts should seek to serve these purposes:

- A. To recognize the donor in ways that are meaningful and appropriate to their level of support and will foster donor's continued (and increased) support for the University.
- B. To utilize donor recognition to inspire other potential donors.
- C. To develop recognition plans that favor quality, simplicity, and cost-effectiveness.
- D. To achieve and maintain reasonable consistency of donor recognition across the University units and constituencies.

Costs associated with materials and other operational expenses to create donor recognition systems will be paid by the gift from the donor unless other arrangements are approved.

IX. Removal of Names

When a facility or organization ceases to exist, the University will make every effort to continue to commemorate benefactor recognition in an appropriate way; however, the University will not usually transfer a name to another facility or organization. In such instances, however, the donor, if available, and in consultation with and as mutually agreed to, will have the right to have another space named after the donor for an additional contribution depending on the circumstances.

The University and/or Foundation reserves the right to change or remove the name of a University landmark, exterior space or interior space if it determines that the name is detrimental to the best interests of the University. In the case of a benefactor naming, the University may remove a name upon the failure of a financial commitment to be satisfied based on the agreed payment period. Action regarding name removal decisions will involve consultation among the Governors, President, Vice President, and Directors.