

## **HUMBOLDT STATE UNIVERSITY GUIDELINES FOR PHILANTHROPIC NAMING**

The naming of buildings, sites, and common spaces is subject to California State University policy which grants certain authority to the Humboldt State University President. With approval of the President donors may be offered the opportunity to name physical places (buildings, facilities, and grounds), centers, programs, or other naming opportunities in recognition of significant financial contributions in support of Humboldt State University with the final decision to be made in accordance with California State University policies and procedures.

This document provides guidelines for the proposal and negotiation of philanthropic naming opportunities.

### **PHILANTHROPIC NAMING VS. SPONSORSHIPS**

Philanthropic naming is distinguished from sponsorships in three important respects.

Philanthropic naming:

- 1) follows from tax deductible charitable contributions not from sponsorship or other contractual payments;
- 2) is long lasting (generally for the life of the named item) while sponsorships are temporary; and,
- 3) recognizes the name of the donor but does not convey promotional or advertising messages.

### **PHILANTHROPIC NAMING GUIDELINES:**

- 1) Generally, when the naming opportunity concerns a new building or renovation of an existing space, a donor will be expected to provide a charitable contribution equal to a substantial portion of the funds needed to complete the project. If the naming opportunity is a center or program, the charitable contribution should be sufficient to endow a significant portion of the annual cost of the center or program.
- 2) Appropriate naming opportunities and naming contribution thresholds may be established in advance and documented in a fundraising plan for a project. Contribution thresholds will be developed in consultation with the relevant Dean, Director or other leadership.
- 3) If contributed funds are for new construction or renovation, the contribution should be directed to the actual cost of the project.
- 4) If the naming opportunity is an existing building or space, the specific designation for the use of the contribution will be determined by the Dean, Director, or other appropriate leadership but will typically support the unit or department housed in the space.
- 5) Philanthropic naming requires a formal written Gift Instrument and full receipt of cash or assets that can be readily converted to cash. Generally, items will not be named in return for charitable estate commitments or life insurance until funds are actually received.

## **PROCEDURES FOR PHILANTHROPIC NAMING**

No commitment to name should be made to a prospective donor until the internal approval process is complete. Careful planning and coordination among the University, the Advancement Office, the Foundation, and volunteers is essential in order to ensure a smooth process and positive experience for the prospective donor.

- 1) The naming approval process is initiated with a discussion among the Dean, Director, or other leadership and the Office of University Advancement.
- 2) The Vice President for Advancement presents the naming proposal to the President's Executive Committee for discussion.
- 3) The naming proposal, along with summaries of the discussions is sent to the President for approval.

## **ADDITIONAL REQUIREMENTS FOR NAMING BUILDINGS, SITES, AND COMMON AREAS**

The naming of buildings, sites, and common spaces is subject to California State University policies and procedures which grant certain naming authority to the President. Philanthropic naming of such spaces will follow the procedure specified above and relevant CSU procedure.

## **PERMANENCE OF NAMING**

The naming of a physical space is intended to remain in place for the life of the space. If, in the future, circumstances change such that the purpose for which the space was established is significantly altered or if the space is no longer needed or habitable, the University, in consultation with appropriate academic and/or administrative leadership and the donor, if possible, will determine an appropriate alternate recognition of the donor. The Gift Instrument shall acknowledge this requirement.

## **REMOVAL OF A NAME**

Items shall bear only the names of individuals or entities that exemplify attributes of integrity, character and leadership consistent with the values of the University. If, in the sole determination of the University, those attributes are not maintained, the University reserves the right to remove the name from the space at any time.

## **NO QUID PRO QUO**

The decision to name or not name an item is at the sole discretion of Humboldt State University and the California State University. Charitable contributions cannot be made contingent on a philanthropic naming because it could create a quid pro quo which would invalidate the charitable contribution deduction.

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