

Georgia Regents University

Policy Library

Philanthropic and Honorary Naming

Policy Owner: Advancement and Community Relations

POLICY STATEMENT

Conferring a naming honor enhances the reputation of Georgia Regents University as well as increases awareness, understanding, and support of the university. GRU permits the naming of select units, positions/programs, structures, spaces, and objects in honor of individuals/entities whose accomplishments and/or generosity advance and increase the capacity of the university to meet its teaching, research and clinical service mission.

REASON FOR POLICY

- To provide the opportunity to appropriately recognize donors for their significant gifts in support of GRU.
- To achieve consistency and uniformity in naming units, programs, structures, spaces, and objects on the campuses of GRU while ensuring that each naming opportunity provides the best economic benefit available to the university.
- To ensure that naming actions do not detract from the institution's values, dignity, integrity, and reputation, create a conflict of interest (or the appearance of a conflict of interest), or confer special privileges.
- To ensure compliance with University System of Georgia Board of Regents Policy 7.4.1: Naming of Places, Colleges, or School.

AFFECTED STAKEHOLDER AND ORGANIZATION(S)

All Georgia Regents University colleges, administrative units and affiliated organizations are covered by this policy.

DEFINITIONS

Endowment: A fund that is permanently restricted by the donor in perpetuity with income only to be used for the restricted purpose designated by the donor.

Expendable: Donations that are to be used for current operations.

Naming Opportunity: An item to be funded that provides an opportunity for a donor to attach their name (or someone else's) to the effort.

GRU considers two general categories of naming opportunities: philanthropic and honorary.

Philanthropic Naming

A philanthropic naming recognizes a substantial financial contribution consistent with the vision and mission of GRU. In order for a unit, position/program, structure, space, or object to be named based on a contribution, the gift must comply with the following guidelines:

1. The gift must be paid within a five-year period and based upon a signed pledge commitment.

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2. Where possible, naming gifts should be held in endowment. If an expendable gift is made toward the construction of a facility, the donor will be encouraged to commit a portion of the gift for endowment to support the facility or program associated with the facility.
3. Generally, deferred gifts such as life insurance and bequests are not to be used for current naming opportunities. No request for a naming will be made to the Board based on a revocable deferred gift.
4. In cases where a gift is paid over a period of time, the President will make the formal naming request to the Board only when at least half of the total gift has been received.

Honorary Naming

Namings may be authorized for individuals to honor distinguished service and/or support of the university. University System of Georgia Board of Regents policy 7.4.1 authorizes namings to honor a living person only when that person has been disassociated from employment by the USG or from local, state or federal government employment for at least two (2) years prior to seeking Board approval. In the event that the individual being honored is no longer living, the two (2) year waiting period may be waived.

Naming Opportunities

GRU naming opportunities are grouped in the following general categories: units, positions/programs, structures, spaces, and objects.

The presidents of USG institutions are authorized to name, without prior approval of the Board of Regents, interior spaces and academic units subordinate to colleges and schools, such as departments.

Structures: Includes buildings, building complexes, and major building components such as a wing.

Spaces: May include but are not limited to: 1) interior spaces such as classrooms, laboratories, auditoriums, locker rooms, arenas, courts, conference rooms, lobbies, and offices and 2) outdoor spaces such as athletic fields, courts, plazas, patios, gardens, and walking paths.

Objects: Includes physical elements such as benches, bricks, fountains, trees, etc. located on the grounds of the university, its satellite campuses, and/or health system.

The Office of Advancement will maintain an inventory of naming opportunities at Georgia Regents University, including recommended giving levels, ranging from \$2,500 for a commemorative tree to eight-figure gifts to name major units and structures.

All namings, regardless of approval channels, are reported to the University System of Georgia annually by the GRU Office of Advancement.

Process & Procedures

Naming Gift Approval

The President has the authority to approve at the institutional level all namings with the exception of colleges, schools, individual buildings, and buildings complexes. For namings that require USG Board of Regents approval, the Senior Vice President for Advancement will work with appropriate parties to compile materials for the President's use when submitting the formal request to the Board of Regents.

All gifts that include a naming component shall be coordinated with the Senior Vice President for Advancement and approved by the President unless other procedures are in place to govern the approved program, e.g., the GRU Commemorative Tree Program.

Donor/Honoree Recognition

All GRU exterior facilities and interior space namings to recognize donors and/or honorees will conform with USG and GRU donor recognition standards in size, design, location, materials and content. The Office of Advancement maintains a database of all existing donor recognition on the campuses of GRU. Requests for information about new or existing recognition pieces and/or signage should be directed to the Director of Donor Relations.

Lifespan of a Naming

The namings of facilities and grounds of an institution will endure for the useful life of the facility or feature and not in perpetuity. If a facility or area is substantially changed, a named building or area may no longer exist. In that event, the Naming Committee will be convened and make recommendations to the President regarding appropriate transfer of recognition. GRU representatives will make all reasonable efforts to inform the original donor/honoree or their immediate family in advance of any naming changes.

Removal of Namings

University naming opportunities shall bear only the name of individuals or entities that exemplify the attributes of integrity, character and leadership consistent with the highest values of Georgia Regents University. If those attributes are not maintained, the university reserves the right to remove the donor/honoree name from a unit, position/program, structure, space, or object at any time. Where naming authority lies with the Board of Regents, so does the authority and responsibility to remove a name.

Naming Committee

The Naming Committee ensures accountability, uniformity, and compliance with GRU and USG policies related to philanthropic and honorary naming of units, positions/programs, structures, spaces, and objects. The committee, comprised of the Senior Vice President for Advancement (chair), the Executive Vice Presidents, Chief of Staff, Vice President for Facilities Services, and a GRU faculty representative approved by the Faculty Senate, meets on an ad hoc basis.

FORMS AND RELATED DOCUMENTS

- Georgia Regents University Recognition Strategy Guide

APPENDICES

N/A

AUTHORIZING SIGNATURE

Ricardo Azziz, MD, MPH, MBA
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Date