Guidelines on Naming Opportunities
In Relation to Gifts in Support of Buildings, Posts and Studentships

It is important for the University to give appropriate recognition to individuals, corporations, and organisations whose generous contributions help support the University. Therefore offering the donor the opportunity to name spaces on campus, posts or scholarships, either after themselves or in memory of a loved one, should be part of our formalised stewardship guidelines.

The following is proposed as guidance on the circumstances under which naming rights will be offered to our donors, these are:

- Recognition for donors where gifts are made towards the cost of that building
- Naming of Buildings in recognition for activity-related gifts
- If the majority of Building costs are met from public sources
- Naming of buildings on non-philanthropic criteria
- Naming of Posts/Scholarships

Guidance on the ways in which the University recognises gifts through stewardship circles of benefactors cub’s is provided in point 6.

1. Recognition for donors where gifts are made towards the cost of that building:

Some donors may shy away from the idea of having their name on a building, or part of a building, others may be interested in this as part of a package of recognition; in the latter scenario proposals for naming should follow the process of submission for approval from the University Executive Board and in some cases Council.

As a typical guideline, in order to name a building in recognition for a gift towards direct construction costs, the value of that gift (or pledged sum) should meet at least 50% of those costs. Clearly 100% is highly desirable, and in some cases may be necessary (e.g. where no other sources of funding can be identified and the University is not in a position to meet any shortfall). These guidelines are also applicable to the naming of rooms or spaces within a building.

2. Naming of Buildings in recognition for activity-related gifts:

Buildings might also be named in return for benefactions to support academic activity closely related with the building, this might be appropriate where an individual or organisation has provided significant funding towards Chairs, Fellowships, Studentships etc. in academic areas closely associated with a new building
which is funded from other sources. In this scenario proposals for naming should follow the process of submission for approval from the University Executive Board and in some cases Council.

3. If the majority of Building costs are met from public sources:
A potential complication arises where the majority of funding for a building project comes from Government or other public sources but where the University still needs to find a significant balance from its own or private sources. In theory we should be looking for a gift of 50% of total however, under these circumstances the percentage guideline might be reduced from 50% to 33% of the full cost of the building. Where the 33% minimum guideline cannot be met by the principal private donor, recognition could be provided through naming of elements of the building (foyer, lecture theatres, other widely-used areas), together with other recognition/stewardship elements. In this scenario proposals for naming should follow the process of submission for approval from the University Executive Board and in some cases Council.

4. Naming of buildings on non-philanthropic criteria:
None of the above prevents the University from deciding to name buildings, rooms or important areas within buildings in recognition of those who have made outstanding academic/leadership contributions to the University, or indeed for a combination of leadership and financial support. In some instances the case for support on leadership grounds may override any consideration of recognition for benefactors. In others this might be considered where a benefactor cannot be identified. In this scenario proposals for naming should follow the process of submission for approval from the University Executive Board and in some cases Council.

5. Naming of Posts/Scholarships:
**Posts:** For newly created posts it is recommended that naming rights be offered where gifts meet 100% of the direct salary; *consideration should be given by UEB to whether this should also include pension cost and other support costs and overheads.* This guideline should ensure that the clear majority of costs are being met long into the future in return for a named position. Where a long-term endowment to cover 100% of the salary is not possible for the donor at the outset, renewable five or ten-year naming agreements based may prove an attractive alternative.

In scenarios where a department would like to name a post in recognition of those who have made outstanding academic or leadership contribution to the subject, or in recognition of a combination of leadership and financial support, the case for support on leadership grounds may override any consideration of recognition for benefactors.
Scholarships: Naming of Scholarships and Studentships need only cover part of the costs of tuition and maintenance costs, as agreed between the donor and the University. The Development and Alumni Relations Office or Finance Department can offer advice on the level of donation necessary to establish expendable or permanent endowments. Where a long-term endowment to cover the annual scholarship awards is not possible for the donor at the outset, renewable three or five-year naming agreements may prove an attractive alternative.

6. ‘Benefactors Clubs’ and the Heslington Circle:
The University operates network and recognition groupings for donors who commit major gifts as well as regular committed donations.

The gift band levels for these groups are as follows:
- Donors who give more than £100,000 during their lifetime are invited to join the Morrell Fellowship, the benefits of which include attendance at Court meetings and Court dinner, invitations to the University’s annual donor receptions, and invitations to other special events such as Graduation Dinner.
- Donors who commit to a regular gift of up to £500 per annum are invited to join the Halifax Circle, the benefits of which include an invitation to the University’s annual donor reception.
- Donors who commit to regular gifts of more than £500 per annum are invited to join the Deramore Circle, the benefits of which include invitations to the University’s annual donor reception and other special events.
- Donors who commit to a legacy pledge (which must be verifiable) are invited to join the Heslington Circle. The benefits of membership include invitations to the University’s annual donor reception and an annual reception for Heslington Circle members.

All donors are currently acknowledged on an annual basis within the University’s annual philanthropy report Changing Lives and through an on-line ‘Donor Roll.

Mary Haworth, Director of Development
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