

University of New Haven

Gift and Naming Policy

For Internal Use Only



University of New Haven

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Statement of Intent

The University of New Haven's Guidelines for Naming Opportunities were established to ensure consistent processes and standard minimum giving amounts for donor-supported funds throughout the University. These guidelines outline gift and naming opportunity procedures for facilities; buildings and properties; faculty and chief administrator positions; program support and lectures; undergraduate and graduate student support; and new or existing schools, colleges, units or departments.

Gift Acceptance and General Administration of Guidelines

- The University accepts gift in accordance with these guidelines and gift acceptance guidelines outlined by the Council for the Advancement and Support of Education (CASE).
- Gift solicitations that fall outside these guidelines must have prior approval of the Office of Advancement. Please contact the Director of Donor Relations for more information.
- Each school or college Dean may act in partnership with the Office of Advancement and within the parameters of these guidelines to identify, solicit and secure gifts with appropriate naming requirements.
- Gifts and new funds for any unit may not be solicited without approval of the appropriate Dean or senior administrator for that unit.
- Gifts for professorships and chairs may not be solicited without approval of the appropriate Dean in consultation with the Provost.
- Solicitations to name the Deanship of a school or college, the Director of Athletics, or the senior administrator of any unit must be submitted to the VP of Advancement and the Board of Governors for prior approval before any conversation with the prospective donor.
- Commitments for all named funds, whether endowed or current-use, and all naming opportunities must be documented in an agreement drafted by the Director of Donor Relations and signed by the VP of Advancement and the donor(s). In order to protect the University's reputation and standing, all agreements to name a University facility will contain a clause allowing the University to remove the name of the donor(s) from any space or public displays if the donor engages in activities that could serve to discredit the University's reputation. Any decision to rename facilities under this clause must be approved by the Board of Governors.

Exceptions

Exceptions to these guidelines can be made by the VP of Advancement in consultation as necessary with the Deans, Provost, and Board of Governors.

Donor Fund Minimums

The University shall accept gifts that support all areas of operation from student scholarships to capital projects, provided they fit within the strategic priorities of the institution. These gifts may be restricted by purpose as agreed upon by both the University and the donor. All gifts shall be paid either outright or over a 5-year or less pledge period.

The following chart outlines the mandatory minimum gifts to establish these restricted funds. Depending on the unit or purpose, the minimum gift may be higher. Each area is described in following sections of this document. All of the below may be named by the Donor in accordance with University policies.

Restricted Purpose Type	Minimum Gift Amount
Faculty/Chief Administrator	
Endowed Dean/ Director of Athletics/Cabinet-level position	\$5,000,000
Endowed Athletics coach	\$1,500,000
Endowed Chair	\$2,000,000
Endowed Professor	\$1,000,000
Term Named Professorship	\$250,000
Program Support and Lectures	
Current Use Lecture Series	\$50,000
Endowed Faculty Development or Program Support Fund	\$100,000
Current Use Faculty Development or Program Support Fund	\$50,000
Undergraduate Student Support	
Endowed Undergraduate Scholarship (any preferences based on qualitative data excluding race, ethnicity, and gender)	\$50,000
Endowed Undergraduate Scholarship (college, school, or varsity sports team only)	\$25,000
Current-Use Undergraduate Scholarship (any preferences based on qualitative data excluding race, ethnicity, and gender)	\$50,000
Current-Use Undergraduate Scholarship (college, school, or varsity sports team only)	\$10,000
Graduate Student Support	
Endowed Graduate Assistantship	\$300,000
Endowed Graduate Scholarship	\$100,000
Current-Use Graduate Assistantship	\$60,000
Current-Use Graduate Scholarship	\$50,000

The above are *minimum amounts* required by the University. These amounts may be subject to increase depending on the school, college or unit requirement, and the salary and fringe benefit needs of the position, including coaching positions.

To ensure compliance with federal charitable laws, under no circumstances will the donor

of any fund, including those who are University faculty, staff or administrators, have any input or influence over the selection or appointment of the recipients. Doing so jeopardizes the gift status as a charitable contribution.

Academic and Administrative Positions

The payout from endowed funds for academic and administrative positions may be used to cover the cost of the individual salary, fringe, research, materials and equipment, travel, and administrative assistance as determined by the appropriate Dean and/or Provost. The Dean and Provost shall determine the appropriate time to fill a new position, but it is recommended that they not be filled until the full gift amount is received and endowment income has been generated. This includes any positions committed through a deferred gift. The Provost must approve any decision to name a recipient in advance of that time, and the unit is responsible for covering all expenses associated with that recognition.

[Endowed Dean/Director of Athletics/Cabinet-level positions](#)

Funds for Dean, Athletic Director, or equivalent cabinet-level administrative position may be created to underwrite salary, fringe, travel, research and other activities of the position as determined by the Board of Governors and then-current University policy.

[Endowed Chair](#)

An endowed fund can be created for the position of Chair to recruit to an existing faculty line or to retain outstanding faculty members, both tenure and non-tenure track. This position may be, but does not need to be, held by the Chair of a department. The fund allows for a higher stipend and discretionary payout for the holder than a professorship and is therefore suitable for more distinguished faculty.

[Endowed Professor](#)

Endowed Professorships may be used to retain and recognize currently employed outstanding faculty members.

[Term Named Professor](#)

Term Named Professors may be established for a limited time, generally 5-7 years, at the discretion of the President, Provost, and Dean, and may be used to retain and recognize currently employed outstanding faculty members. Under no circumstances will the named position continue after the funding is fully expended.

Program Support/Lectures/Faculty Development funds

Endowments or current-use funds may be solicited or accepted in support of student, faculty and departmental activities, including lecture series, faculty development funds, or general departmental support.

It is recommended that donor funds be used in support of activities that are a regular part of the department's strategic goals, rather than to create new programs or initiatives, unless the donor fund is established at a level to **fully fund** the new program or initiative.

- Faculty Development funds can cover the cost of faculty research materials and equipment, travel, professional development, stipends, and administrative assistance as determined by the Dean and then-current University policy. These funds can be established for specific faculty positions or can be used at the discretion of the Dean to support and/or secure the recruitment or retention of outstanding faculty.
- Endowed or current-use Program Support funds may be established to provide unrestricted or lightly restricted support to individual departments for supplies and equipment, travel, research, student workers, and conferences. Any support provided to students from a program support fund must be first authorized by the Office of Financial Aid.
- Current-use Lecture Series funds may be established to bring notable speakers to campus on a variety of topics of interest to students and faculty. In general, the University discourages permanently endowed Lecture Series funds unless 1) the endowment income may be used for an additional, broader purpose other than the lecture series *and* 2) the endowment provides sufficient income to cover 100% of honorarium, travel, meals and marketing of the lecture, reception, etc.

Undergraduate or Graduate Student Scholarships

The University awards aid to incoming students in the form of merit scholarships based on their academic excellence and/or artistic or athletic ability and need-based grants based on their financial status.

As of Fiscal Year 2024, donor-named undergraduate scholarships will support the merit- and need-based packages awarded by the Office of Financial Aid, rather than being awarded in addition to the University's determined packages. Selection for donor-funded scholarships shall be made by the Office of Financial Aid, or its designee, under the general rules and policies of the University and the restrictions established by the donor's gift agreement.

When establishing named scholarships under \$50K, donors may restrict the award to students enrolled in a specific school, college, or varsity athletics team only. Additional limitations may be expressed as preferences only and will be considered only for gifts at \$50K or above. Effective July 1, 2022, no restrictions or preferences for race, ethnicity, or

gender are allowable. In addition, other preferences must be based on quantitative data, not on qualitative opinion-based information. For example, restrictions or preferences for students who “are highly motivated” or “show good moral character” and similar preferences will not be accepted, although alternatives to this language may be discussed with the donor.

To ensure federal charitable laws are upheld, under no circumstances will the donor of a scholarship fund, including those who are University faculty, staff or administrators, have any input or influence over the selection or appointment of the recipient. Doing so will jeopardize the gift status as a charitable contribution.

Naming of facilities, building, or other physical spaces

[Definitions](#)

The term “facilities” shall include, but not be limited to, any University building, structure, room, classroom or space within a facility, plaza, open space, thoroughfare, landscaped area, or other natural features of the University campus or property.

[Administration](#)

Gifts to name any University facility may not be solicited without prior approval of the VP of Advancement and the Board of Governors. Approval must be obtained prior to any discussion with prospective donors. Exceptions can be made for any pre-determined naming opportunities that have been defined as part of a specific building or renovation campaign.

[Term of Physical Naming Opportunities](#)

Naming terms may be defined as follows:

- Permanent – defined as the useful life of the facility, so long as it is used for the purpose for which it was used at the time of the gift.
- Term-limited – defined as a specific number of years in the life of the facility, after which time the naming rights expire, and the space may be re-named at the discretion of the University.

[Donor Recognition](#)

The size, design and wording of plaques, signs, donor walls or markers that acknowledge benefactor contributions and express University appreciation shall conform to the University’s graphic standards and remain consistent with other similar facilities. The Office of Donor Relations will assist in the establishment of such pieces. The cost of any physical recognition must be built into the cost of the facility or purchased by the unit therein. Recognition signage shall be installed when the University receives 50% of the Donor’s total pledge.

All outdoor signage should follow [ADA guidelines regarding protruding objects](#).

Documentation

A naming agreement outlining the terms of the naming must be signed by the donor and vice president for advancement. Naming agreements for large gifts to name a building must include the more rigorous template language suggested by legal counsel and undergo a review by legal counsel before signatures are requested.

Renaming

At the end of the useful life of the facility, and/or the cessation of the use in effect at the time of the gift, and/or at the end of the originally agreed-on term-limited naming, the University may rename the facility. In the event of a renaming, appropriate recognition of earlier donors and honorees may be included, in aggregate, in or adjacent to the replacement of the developed building or facility, or in another facility designated for the original purpose. These guidelines apply to spaces named inside or outside of University facilities.

Requests for changes in naming and recognition due to divorce, marriage or corporate acquisitions, mergers, or dissolutions will be considered on an individual basis by the Board of Governors.

Gift Vehicle

To benefit both the University and its donors, gifts for the naming of physical spaces must be current-use gifts. Irrevocable deferred gifts may be included as a small portion of the total commitment – less than 25% – but must be in addition to the current-use amount deemed necessary for the space in question.

Pledges

Pledges must be fulfilled within five years of the first pledge installment.

Sponsorships

In addition to permanent or term-limited naming opportunities, the University may offer term-limited sponsorship opportunities in certain named spaces such as Athletics facilities. Sponsorships can be recognized in conjunction with, but not affect the naming gift for the space, e.g., *“the Robertson Arena sponsored by Nike”*.

New construction or building renovations

New or renovated buildings may be named with a minimum of 50% of the total project costs the University will bear for the construction or renovation of a building and the approval of the Board of Governors.

Areas within a facility (classrooms, laboratories, offices, courts, practice rooms, etc.) may be named according to a formula providing a minimum of 50% of the initial estimated costs of the specific area being named. Consideration should be given to the foot traffic, visibility, use, and size of the space in question. Gift levels for all naming opportunities associated with new construction or renovation projects must be approved in advance by the VP of Advancement and the Board of Governors.

Existing facilities or spaces

Existing facilities and areas within them may be named in accordance with the following percentage/age ratios.

Building Age	Gift
2-10 years	50% of the cost to renovate the space at the time of the gift
11+ years	40% of the cost to renovate the space at the time of the gift

In the case of significant naming gifts, consideration should be given to dividing the gift into portions to create both a fund for the use of the designated unit, and one for the operation and maintenance of the building.

Facility naming without Donation

Recommendations for naming in honor of a living or deceased administrator, faculty, alumnus, staff, or friend of the University, or other public figure that are not associated with a donation shall be considered on a case-by-case basis only when supported by the extraordinary justification for the naming. The VP of Advancement shall pass recommendations for final approval to the Board of Governors as appropriate.

Termination of naming

If for whatever reason, the Donor cannot complete their payments, the Board of Governors may remove the Donor's name or offer an alternate naming opportunity commensurate with their giving level.

If the Donor's reputation changes so that the continued use of the Donor's name may compromise the University, the Board of Governors may remove the Donor's name.

If, for whatever reason, the Donor or University seeks to terminate a naming agreement, the matter will be sent to the Board of Governors to choose the appropriate course of action.

Naming New or Existing Schools, Colleges, Units, Departments, or Programs

In general, the University will consider school, college, unit, department and program naming gifts that enhance the reputation, exposure, revenue and budget of a unit.

Unit leaders may seek naming gifts for Schools and Colleges only with the partnership of the Office of Advancement and the advance approval of the Board of Governors.

Unit leaders may seek naming gifts for units, departments, or programs only with the partnership of the Office of Advancement, which may seek approval from the Board of

Governors when deemed necessary.

In general, such donations must be sufficient to allow the unit to increase and enhance its reputation in a significant way, provide sizable annual operating funds, and establish a permanent endowment for the use of the unit. Endowments may be waived for the naming of a department or program at the discretion of the Board of Governors and the appropriate University administrator.

Each naming must be accompanied by a naming agreement detailing the terms of the naming and signed by the Donor and Vice President for Advancement.

Amounts for each unit will be determined on a case-by-case basis by the appropriate University administrator and the VP of Advancement with the approval of the Board of Governors. Such commitments may include deferred gifts only when that deferred portion is irrevocable and is no more than one-third of the total commitment. This allows the University to plan for the future value of deferred gifts while still providing donors with naming recognition during their lifetimes. All parties must sign a binding gift agreement as an indication of intent.

In general, unit/program naming opportunities for gifts of significant size with an endowed component shall provide naming rights for as long as the unit/program is in existence. However, term-limited naming rights may be considered for current-use gifts of lesser amounts on a case-by-case basis and shall typically last the period of the pledge term or the period of gift expenditure by the unit.

Endowment management statement

The University New Haven's endowment is comprised of hundreds of individual endowed funds. Endowment performance resembles a mutual fund in which each endowment purchases units in the investment pool. The individual endowments are combined together for investment purposes and the overall market value is subject to economic fluctuations increasing or decreasing. The market value of an individual fund is determined by its number of units as a percentage of the entire pool.

The University pursues a thoughtful implementation of investment strategies and vigilant risk management in achieving these objectives. The University of New Haven's Investment Committee is the governing body for endowment management and oversight. The Investment Committee also establishes guidelines and asset allocation for the investment of the University's endowment.

In managing the University of New Haven endowment, the University strives to balance both the future purchasing power and current spending stipulations of endowed funds. The endowment is invested with a long-term view to ensure that it will grow at a rate that covers inflation and the annual spending allocation. The spending policy manages the balance of these two objectives by combining a long-term spending rate with a smoothing

rule, which adjusts the annual spend gradually even if volatility has an effect on the Endowment's market value. Together, these concepts provide a relatively predictable, constant and stable stream of earnings for current use.

Each year the market value of the total portfolio for the preceding twelve (12) quarters, with a one-quarter lag, is averaged in a moving average (average of the averages) calculation. This twelve-quarter moving average is then multiplied by the distribution percentage approved by the Committee to determine the total maximum distribution from the Endowment for the fiscal year beginning July 1.

The distribution percentage is reviewed periodically for adjustment by the Committee. As of July 1, 2017, the actual annual Endowment fund distribution shall be at the four percent (4.0%) unless the following conditions exist:

- 1) In a year when the Spending Amount would cause an individual fund to go underwater, the total appreciation would be distributed, leaving the fund's corpus value whole.
- 2) In a year when the Spending Amount and or the investment fund's total return cause an individual fund to go underwater, only the dividends and interest for the prior twelve (12) month period would be distributed.

The University aims to use the payout/distribution for each fund in the year in which it was generated. However, in the case where such a payout is not fully utilized in full, the unused portion will accumulate to a unique fund, related to the specific endowed fund for use in subsequent years under the terms and conditions specified in the endowment agreement signed by the University and the Donor.