

GENESEO

THE GENESEO FOUNDATION, INC. NAMING GUIDELINES AND OPPORTUNITIES

These guidelines are designed to accommodate donor expectations and college needs while keeping SUNY Geneseo's mission and policies paramount in the making of such decisions.

College units and representatives should understand that the naming process, other than stated minimums, is one of negotiation and partnership between the college and the donor. However, the following guidelines must direct this process:

1. Guidelines

- A. The naming of a physical or non-physical asset of the college is appropriate when a significant gift is received for the benefit of the college and to honor the character, service, or other positive merits of the donor or the donor's honoree.
- B. A physical or non-physical asset may be named on behalf of an individual or legal entity.
- C. The naming of a physical or non-physical asset in recognition of a donor or a donor's honoree implies a promise to that donor that the asset will be permanently maintained or, if change is unavoidable, that an alternative means of recognizing the donor or honoree will be found.
- D. All combinations of gifts, pledges, and irrevocable deferred gift arrangements are acceptable forms of philanthropy to support naming commitments. With respect to deferred gifts, while the naming commitment may be immediate, the required amount may be set higher because of the delay in receiving the gift.
- E. Buildings, campus grounds, or other physical facilities will not be named for individuals currently employed by the University or the State of New York, unless a donor other than the honoree provides a sufficient gift (as per the campus' approved naming guidelines) in honor of that individual.
- F. To support the naming of a non-physical asset (e.g. center, institute, program, academic unit) through the establishment of an endowment, the amount of the endowed gift should be sufficient to generate annual earnings (at a rate not less than 4%) that would be necessary to sustain the non-physical asset on a permanent basis.
- G. To support the naming of annual term funds for faculty support, financial aid or other funding priorities, the donor should commit to providing an annual gift at least

equivalent to the income from an endowment fund required to sustain the non-physical asset for a fixed period, typically three to five years.

2. Process

- A. At the direction of the President, the Vice President for College Advancement is responsible for coordinating the college's naming approval process. Depending on the naming amount or facility to be named, other entities such as College Council, SUNY System Administration or the Geneseo Foundation Board may need to be involved.
1. Each proposal for naming shall be made in writing in accordance with these guidelines.
 2. All naming opportunity proposals, including lists of naming opportunities relative to a specific facility, must first be submitted to the Naming Opportunities Committee.
 3. The Committee will meet, depending upon need, to review any naming proposals.
 - i. Committee Chair – VPCA, AVPCA, AVP Finance and Administration, Provost, President
 4. After review by the Naming Opportunities Committee, the proposal or list will be forwarded for approval to the Vice President for College Advancement and then to the President's Cabinet, and beyond, as appropriate.
 5. Once a development officer secures a gift at the approved level, and the donor indicates a desire for named recognition, the development officer must contact the Office of Donor Relations to obtain final approval for the recognition to be granted. The Office of Donor Relations will ensure that the proposed recognition meets the guidelines and then forward the request to the Vice President for College Advancement.
- B. All permanently named buildings and grounds must be approved by the President's Cabinet and College Council, and all other physical assets and non-physical assets must be approved by the President's Cabinet and the College Council.
- C. All naming opportunities that involve gifts of \$1 million or more shall be approved by the Chancellor and the State University Board of Trustees.
- D. All naming opportunities that are inconsistent with the campus's naming opportunity guidelines shall be approved as follows:
1. If the value of the related gift is \$1 million or more, by the Chancellor and the State University Board of Trustees;
 2. If the value of the related gift is between \$100,000 and \$999,999, by the Chancellor or designee;

3. And if the value of the related gift is less than \$100,000, by the President's Cabinet.
- E. Each naming opportunity should be reviewed carefully for compliance with applicable law, including law related to prohibited gifts and ethical principles, especially where there is some direct or indirect business or other continuing relationship between the donor and the State University of New York, its officers or employees.
 - F. All proposed names should be held in confidence during the review and approval process (there should be a minimum of communication about the proposed naming of things on campus before approval has been given).
 - G. All naming agreements will allow for modification of the naming if a future action or event occurs that will cause irreparable injury to the college's image, reputation, or ability to pursue its mission. The campus entity/boards that approved the initial naming must first approve any name removal decision. At minimum, all such decisions must be first reviewed by the Vice President for College Advancement and approved by the President's Cabinet.
 - H. Should a naming opportunity have been promised sometime in the past for a future or planned gift, such a gift and naming opportunity might be considered "grandfathered" from these policies if the college can prove the gift and naming opportunity was accepted and documented in good faith and that compliance with the donor's intent does not otherwise breach SUNY policy.
 - I. Plaques related to trees, benches, and bricks are not encouraged, nor is funding provided by the Division of College Advancement or the Geneseo Foundation.
 - J. A record of all named physical and non-physical assets shall be maintained and a copy of the record presented to SUNY System Administration annually.
 - K. It shall be the responsibility of the Vice President for College Advancement to periodically review (at least every five years) and submit to the Chancellor for approval, guidelines for campus naming opportunities.

3. Naming Opportunities

Gifts made for endowed, restricted or unrestricted purposes in support of SUNY Geneseo shall be made through the Geneseo Foundation. Gifts to be recognized by the naming of a fund or physical space or object are subject to the policies set forth in this document.

These policies should be revised periodically in consideration of:

1. For endowed funds, the gift amount should generate annual earnings sufficient to either fully fund the specific objective or substantially support it.
2. The endowed fund gift amount should be sufficient that, given market appreciation, the fund has a market value that generally increases, keeping the annual available earnings on a similar trajectory as inflation and related cost increases.
3. The capacity of the college’s prospect base and the inclination of that prospect base to consider the gift levels presented through “stretch gifts”.
4. Gift levels should stand the test of time; meaning that when looking back the gift amount related to the naming opportunity granted is viewed as reasonable and prudent.
5. Naming recognitions under \$50,000 and for athletics facilities are subject for reconsideration every ten years.

The listing that follows is not intended to be comprehensive. As specific fundraising initiatives are developed, gift naming opportunities will be created unique to the circumstances of the initiative. Those opportunities should be consistent with these guidelines and policies.

Any gift opportunity at Geneseo not specifically addressed here should be approved by the Executive Committee of The Geneseo Foundation Board of Directors.

ENDOWED STUDENT SCHOLARSHIPS AND AWARDS

Full Scholarship	\$400,000	Student Internship	\$100,000
Scholarship	\$25,000	Honors Student Support	\$50,000
Undergrad Research	\$100,000	Externship Endowment	\$25,000

ENDOWED NAMING OPPORTUNITIES – FACULTY AND STAFF

Department Chair	\$2.5 million	Athletics Director	\$2.5 million
Director of Libraries	\$2.5 million	Head Coach	\$1 million
Professorship	\$2 million		
Visiting Scholar	\$1.5 million		
Assistant Professorship	\$750,000		

ENDOWED NAMING OPPORTUNITIES – PROGRAMS

School or Academic Center	\$6 million	Performing Arts Series	\$500,000
International Study Abroad Fund	\$100,000	Leadership Program	\$50,000
Honors Program	\$1 million	Geneseo First Response	\$50,000
Lecturer Series	\$100,000		

Library Acquisition	\$25,000	Milne Library or MacVittie Union	
Multicultural Programming	\$25,000	Gallery Exhibit	\$100,000

**ENDOWED NAMING OPPORTUNITIES –
CAMPUS-WIDE SPACES**

As spaces and facilities vary greatly across campus, these guidelines are intended to be used with considerable flexibility, but the amounts presented should be regarded as required minimum gift levels. Individual exceptions should be brought to the President’s Cabinet for approval.

THE NAMING OF BUILDINGS

Geneseo’s buildings should be named with great care and only in the presence of what would broadly be considered to be an institutionally transformative gift. In securing such a gift a balance should be sought between donor recognition objectives and ensuring that the naming decision will stand the test of time.

It is the general college policy to name buildings for benefactors (or parties benefactors are seeking to honor) only with the required minimum gift commitment of **50 percent of the cost of the funding needed for new construction or major renovations**. Such a gift commitment must be payable over a five-year pledge term.

SPACES

Common Area	\$500,000	Lounge	\$100,000
Classroom	\$250,000	Laboratory Room*	\$100,000 - \$350,000
Seminar Room	\$200,000	Fac/Staff/Administrative Office	\$30,000
Conference Room	\$150,000	*Based on location and square footage	
Lobby	\$150,000		

UNIQUE SPACES – Minimum Gift Amount \$150,000

Examples of Available Space:

The College Green	Doty Reception Hall
Erwin Lobby	MacVittie College Union Hunt Room
Gymnasium in Schrader Hall	MacVittie College Union MOSIAC
ISC Atrium	Milne Library Lobby
MacVittie College Union Ballroom	South Hall Atrium
MacVittie College Union Lobby	South Hall Lobby
MacVittie College Union Patio	Sturges Auditorium
MacVittie College Union Fireside Lounge	Wadsworth Lobby

ATHLETICS

Stadium	\$1,500,000
Main Field	\$1,000,000
Second Field	\$750,000
Press Box	\$150,000
Team Rooms	\$100,000
Sports Walk	\$250,000
Score Boards	\$50,000 each
Field Box (2)	\$20,000 each
Swimming Pool Complex	\$1,000,000
Swimming Pool	\$500,000
Diving Pool	\$500,000
Track Complex	\$1,000,000
Track	\$250,000
Track Building	\$250,000
Throwing Area	\$50,000
Softball Complex	\$1,000,000
Dugout Home	\$30,000
Dugout Visitor	\$20,000
Hockey Rink	\$1,500,000
Ice	\$300,000
Team Bench – Home	\$75,000
Team Bench – Visitor	\$50,000
Penalty Box (2) each	\$50,000
Scoreboard	\$50,000
Bleacher Sections	\$50,000
Team Room Merritt	\$100,000
Schrader Court	\$250,000
Saratoga Field	\$1,000,000
Varsity Field	\$750,000
Second Field	\$750,000
Tennis Courts	\$100,000
Locker Room	\$100,000
Athletic Center	\$100,000
Basketball Court	\$250,000
Coach’s Office	\$50,000
HIF Atrium Merritt Lobby	\$150,000
Training Room Merritt	\$50,000
Team Room	\$100,000
Film Room	\$200,000

Coach’s Suite	\$150,000
Coach’s Office	\$30,000
College Fitness Center	\$1,000,000
Schrader Court	\$250,000
Schrader Lobby	\$150,000
Intercollegiate Workout Center	\$200,000
Saratoga Field	\$300,000
Varsity Field	\$200,000
Second Field	\$200,000
Tennis Complex	\$500,000
Tennis Courts (each)	\$35,000

NAMING OF ANNUAL GIFTS

Geneseo welcomes annual gifts to support student scholarships, research, technology, internships, and other institutional priorities. These annual contributions may be named, with a minimum commitment of \$5,000 per year when accompanied by a written commitment for five years. Annual contributions of smaller amounts, though not named, may be designated for a specific existing program, such as student scholarships.

Foundation Board Approved on October 2, 2020