

**Presbyterian Village
POLICY STATEMENT**

SUBJECT: Donor Recognition and Naming Opportunities
SCOPE: Presbyterian Village
EFFECTIVE DATE: DRAFT

POLICY STATEMENT:

All gifts will respect the express right of donors to anonymous giving. Presbyterian Village will ensure fair, appropriate and ethical donor recognition and awarding of naming opportunities. This will be accomplished in a manner that protects resident dignity and affords appropriate public recognition for donors who accept or desire formalized recognition.

Implementation:

DONOR RECOGNITION

1. Presbyterian Village Development staff will recognize gifts of donors in accordance with Board approved procedures.
2. From time to time lists of memorial and honorific gifts, including the name of the individual making the gift and the name of the individual recognized, with no specific reference to the amount of any gifts, will be published in _____.
3. Facility framed donor recognition?
4. Annual Report listing? By “giving club” or gift category?

NAMING OPPORTUNITIES

1. Presbyterian Village Development staff is authorized to offer naming opportunities to interested donors in accordance with Foundation Board approved procedures.
2. During a specific fund raising appeal, approved naming opportunities shall be identified prior to the beginning of the appeal.
3. Naming opportunities shall be awarded on a first come basis. The Presbyterian Village Foundation Board of Directors must define the level of commitment necessary to secure the naming opportunity. Qualifying events may include: receipt of the signed pledge commitment, payment of 50% of the pledge, or payment of 100% of the pledge, etc.
4. The Presbyterian Village Foundation Board of Directors will use one of the following methods in determining the major gift level required for a naming opportunity:
5. **Fixed Level of Giving:** This method is appropriate for components of a major capital project. The Board shall establish minimum gift requirements for these gifts. For example:

an endowed bed could be available for a gift of \$250,000, or more. A direct gift for a resident room within a major capital campaign could be available for gifts of \$95,000.

6. **Percentage of Total Cost:** For major capital projects, the Presbyterian Village Foundation Board of Directors, at its discretion, may establish 51% of total cost as the naming opportunity requirement. For example: if the total cost of construction of a building is \$8MM, the naming opportunity may be made available to the first donor making a commitment of 51%, or more, of the total cost. NOTE: the fixed level of giving method may determine smaller elements of this type of project.
7. From time to time the Board may offer donors making a gift at a minimum qualifying level or for a Board approved naming opportunity, permanent recognition on an individual commemorative piece such as a plaque or art object.
8. The expressed intent of donors shall be respected. In the event that Presbyterian Village cannot respect the wishes of a donor, every attempt will be made to negotiate an acceptable use with the donor or donor's representative; if this fails, the gift will be declined and/or returned.