

University of Cincinnati



Executive Director


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ADMINISTRATIVE MEMORANDUM #115

July 1, 1993

TO: All Administrative Unit Heads

FROM: Dale L. McGirr 

RE: Policy for Recognizing Gifts to University of Cincinnati Facilities Projects

Purpose

Naming all or part of a university facility because of a private-source gift is primarily a donor recognition issue. Naming must be related to the recognition of other donors in this era and to donors in past eras. To assure that donors are recognized equitably, and that they and their families remain satisfied with their recognition long-term, university-wide standards and procedures are essential.

Criteria

The visibility of a building or space determines the donor recognition value. Visibility is a function of the size, placement and use of the building or space. Construction costs alone do not determine recognition value.

Naming Entire Buildings

In February, 1993, the University of Cincinnati's Policy and Planning Council (PPC) reaffirmed its position that the gift amount required to name an entire building is 40% of the total cost of the facility. Any exceptions must be authorized by the PPC. The PPC may decide that a building is not available as recognition for a private source gift.

Naming Major Segments of Buildings

The gift amount necessary to name major portions of buildings, such as wings, entire floors and the like, will be recommended to the University of Cincinnati Foundation (UCF) Executive Staff, guided by the 40% principle. The UCF Executive Staff will review and comment on the recommendation and transmit it to the appropriate senior vice president for authorization.

Naming Spaces within Buildings

Utilizing the following categories, the college/unit responsible for a building project will sort the facility's naming-opportunity spaces and recommend a specific gift amount for each.

- Tier 1      Public Use Spaces \$2 million and more
- Large spaces primarily used by and visible to the general public (e.g., CCM auditoria).
- Tier 2      Premier General Use Spaces \$500,000 - \$2,000,000
- Major spaces used primarily by students and faculty; occasional public use (e.g., lecture halls, entrance foyers, large laboratories, galleries, suites of rooms, large classrooms).
- Tier 3      Internally Significant Spaces \$50,000 - \$500,000
- Significant areas used by students, faculty and staff.
- Tier 4      Private Use Spaces \$25,000 - \$50,000
- Individual faculty and administrative offices; personal laboratories; practice rooms.
- No space will be named for a gift of less than \$25,000.

The UCF Executive Staff will review and comment upon the college/unit "gift recognition plan" and transmit it to the appropriate senior vice president for authorization.

The size of donor recognition plaques for each tier will be coordinated by the UCF development staff.

Naming Open Spaces

The university architect and the UCF Executive Staff will jointly develop a tiered plan for donor naming opportunities related to courtyards, gardens, architectural features, and other open-space elements of the university's "green space" master plan. The plan will be recommended to the President for authorization.

### Endowment Gifts

Entire buildings, major segments of buildings, tier 1 and tier 2 spaces within buildings may be named to recognize donors of large endowment gifts, particularly existing unnamed facilities. In consultation with the appropriate administrator(s) and development officer(s), the UCF Executive Staff will recommend to the PPC the endowment amount required to name the facility or space in which a prospect has interest. Normally, this amount will be larger than the gift required to name the same space during its construction.

### Permanence

Naming buildings or spaces is permanent recognition by the university. If a named facility or space is removed or replaced, the university will name a comparable facility or space to assure continued recognition.

### Gifts Qualifying for Recognition

The following types of gifts are eligible for the above recognition:

- a. Outright gifts of cash or securities (preferably saleable securities);
- b. Pledge commitments payable within a five-year period;
- c. Deferred gift agreements in which assets are transferred irrevocably and in which there are no more than two beneficiaries, both of whom are sixty years of age or older at the time of the commitment (term trusts and deferred annuities do not fit the above criteria but are considered on a case by case basis);
- d. Gifts of personal property or real estate which can be readily sold are recognized at their appraised value. Such gifts not readily saleable are considered on a case by case basis.

Because bequests are revocable commitments, they do not qualify for naming recognition in facilities projected or currently under construction. However, in accord with the information included in the section: Endowment Gifts (above), a donor may receive posthumous recognition in an existing facility through an endowment gift provided for in his or her will.