

**Named Gift Recognition Guidelines of  
The University of Iowa and  
The University of Iowa Foundation**

June 2008

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## **INTRODUCTION AND PURPOSE**

Significant private gifts to support The University of Iowa (University) through the University of Iowa Foundation (UI Foundation) offer an opportunity for appropriate recognition for our most loyal and generous donors. Part of this recognition may include the creation of permanently named endowed or non-endowed gift funds benefiting University students, faculty, research, and/or programmatic initiatives, or recognition that results in the naming of faculty positions, scholarships, buildings, facilities, units, or programs.

A naming gift must be accomplished with great care and sensitivity to the goals and needs of both the donor(s) and the University. To ensure these outcomes and to maintain consistently high standards, the University and the UI Foundation adopted the following gift named gift recognition policies and approval procedures, effective June 1, 2008.

These named gift recognition guidelines are designed to:

- Provide guidance/rationale for determining the appropriate recognition of a donor
- Provide guidance to prospective donors and to University and UI Foundation staff about the size and structure of gifts necessary to attain various levels of naming recognition
- Provide a mechanism for evaluating proposed major naming gifts
- Promote appropriately consistent naming recognition levels and procedures across University colleges, departments, and units
- Ensure that endowment funds will be sufficient in size to fully support the desired purposes
- Ensure that deferred gifts recognized through creation of a named fund will have equivalent present value when compared to the corresponding current gift level

These guidelines are intended as a general outline of available named gift opportunities and, in the case of faculty positions and named facilities, units and programs, should be consulted along with other relevant University and Board of Regents (Board) policies, including the following:

- Office of the Executive Vice President and Provost, *Guidelines for Endowed Faculty Positions at The University of Iowa*,  
[http://provost.uiowa.edu/faculty/fachandbk/policies/efp\\_guidelines.pdf](http://provost.uiowa.edu/faculty/fachandbk/policies/efp_guidelines.pdf)
- University Operations Manual, *Naming of Facilities and Programs*,  
<http://www.uiowa.edu/~our/opmanual/v/42.htm>
- Board of Regents, *Naming*,  
<http://www2.state.ia.us/regents/Policies/Chapter%201/chapter1.11.htm>
- UIHC, *Naming UIHC Facilities* (Policy and Procedure Manual, LD-GI-04.25)

Suggested minimum contribution levels or naming opportunities may vary by college, discipline unit or program, and may also be adjusted from time to time in proportion to changing costs. The gift minimums identified within these guidelines are not exhaustive and other opportunities exist throughout the University. The University and UI Foundation may allow for gift recognition opportunities below the minimum gift levels identified below on a case-by-case basis due to varying facts and circumstances justifying such recognition, and, alternatively, may require higher gift levels as priorities or campaign goals vary. The University and the UI Foundation reserve the right to make final determinations in specific cases and to eliminate certain naming options (e.g.,

of historic landmarks such as Old Capitol or of nationally-recognized programs such as the Iowa Writers' Workshop).

The University President may seek the guidance and/or approval of the Board in his/her discretion regarding any naming opportunity, whether Board approval is required or not.

When naming requests are presented to the UI Foundation in a grant agreement, will/trust, or other legal instrument, the UI Foundation, in coordination with the University, will review and consider such requests and the corresponding gift consistent with its policies and practices. In addition, while these guidelines address naming in recognition of a donor, they should also serve as guidance for any honorary or memorial naming.

Additional information about UI Foundation policies, procedures, and resources for the campus community may be found at: <http://www.uifoundation.org/resources/>

## **I. GIFT AGREEMENTS**

All gifts involving naming recognition which require prior approval of the Board (including, but not limited to, naming of entire buildings, wings of buildings, colleges, programs and large sections of campus) must be documented in a written Statement of Gift Intent among the donor, the UI Foundation, and the University. Except as provided below for the naming of minor facilities, all other naming opportunities should be documented in a written Statement of Gift Intent between the donor and the UI Foundation. Naming opportunities for minor facilities (including classrooms, faculty offices, self-enclosed laboratories, lounges/breakrooms, conference rooms, study carrels and other such facilities identified by the Provost and Senior Vice President/Finance, in consultation with the University President) may be documented in either a Statement of Gift Intent between the donor and the UI Foundation or a pledge form signed by the donor.

The Statement of Gift Intent should detail the terms of understanding regarding the naming and any related issues about the use, recognition, and publicity of the gift. The Statement of Gift Intent and any pledge forms utilized for the naming of minor facilities must stipulate that recognition is subject to the ultimate and prior approval of the Board of Regents, the President of the University, and/or other appropriate University officials, and that it remains subject to applicable policies of the Board and University and to subsequent reconsideration by the Board and/or University. Reconsideration by the Board and/or University may occur in extraordinary circumstances if the prior approved naming may be damaging to the reputation of the Board or University, or contradictory to applicable law or to the policies, procedures or strategic objectives of the Board or University.

## **II. NAMED PROGRAM SUPPORT (COLLEGES, SCHOOLS, CENTERS, INSTITUTES, LABORATORIES, AND MAJOR ACADEMIC UNITS AND PROGRAM UNITS)**

### **a. Naming Opportunities and Required Gift Minimums**

A gift recognized with the naming of a college, school, center, institute, laboratory, or major academic or program unit (hereinafter referred to as “Program”) should be one that fundamentally transforms the Program. The appropriate amount and exact use of such a gift will vary among Programs, but it should always be large enough to substantially and measurably lift a Program to a new standard of excellence. Although in some cases these guidelines suggest a starting point for consideration, the present value of the gift should be sufficient (either in absolute dollars or as a percentage of the program’s annual budget) to effect fundamental change. Just as the name is potentially permanent, the gift should be completely or substantially designated as a permanent endowment with the income in an amount sufficient to fundamentally change the course of the Program.

Specifically for college-naming, as a starting point in any discussion, it is recommended that University colleges consider only those naming gifts that will generate an annual income at least equal to one-tenth of the college’s annual operating budget. (Example: A college with an annual operating budget of \$50M would require a named-gift endowment of \$100M assuming a 5 percent payout.) A number of University colleges (particularly professional schools) are consistently ranked among the top tier of peer schools nationwide. To potentially permanently attach a donor’s name to a nationally ranked program, with its increased visibility and prestige, might reasonably be expected to require a more sizeable contribution threshold than would a college with less potential for national prominence.

Suggested contribution thresholds for the naming of Programs are initially determined by a University and UI Foundation leadership team consisting of (1) the President of the University, (2) the following members of the Joint Development Committee (JDC): Provost, the University Senior Vice President/Finance, and the President of the UI Foundation and (3) the requesting unit’s dean, director or University Vice President. Gift levels suggested by naming agreements created prior to these guidelines will not be a factor in determining appropriate future levels.

### **b. Name Selection**

Names assigned to Programs are long-term commitments and decisions must be made carefully. The name selected for University initiatives or programs should be consistent with their purposes. Once a Program is named, a perpetual and public connection is formed between that Program and an individual, family, or organization. The University must ensure that the name selected is appropriate and represents a good “fit” for the University and its mission. Great caution will be used when considering the assignment of names associated with living individuals, commercial enterprises, etc. Factors such as the personal character and business affiliations of the donor must be weighed to ensure, as much as possible, that the donor’s name will continue to bring positive recognition to the University and the Program being named. It is in the University’s best long-term interest to name Programs for donors who have a long history of involvement and support for the University and the potential for continued and greater support in the future.

The reaction of alumni, donors, and friends to a Program's naming should be among the factors to be weighed in the decision. Alumni are among the UI's key stakeholders, and although there will never be unanimous agreement about attaching a donor's name to their alma mater, some effort should be made to gauge alumni reactions (as well as the reactions of the public at large) before a naming decision for a Program is made and announced.

The following categories of persons and entities are examples of those eligible for naming of colleges, schools, major academic or program units, centers, institutes or laboratories:

1. Alumni with close ties to the institution
2. Distinguished Iowans
3. Persons who have made an outstanding contribution to a field of study, discipline, university, the State of Iowa, the nation or world
4. Donors who have made significant contributions to the institution generally, to a college or major unit, or to a related program
5. Donors who have made significant contributions toward construction, renovation and/or the critical programmatic, annual operating, or future capital renewal costs of new, renovated, or other existing facilities
6. Employees (presidents, superintendents, faculty staff) – no earlier than two years following the end of employment/appointment or upon death. No unit may be named for a current Regent employee
7. Combinations of the above

**c. Named Gift Recognition Approval Procedures**

As required by Board policy, the University must conduct a thorough due diligence review of each donor and the person/entity in whose honor the Program is to be named and the implications of the naming for the University. In the naming of a Program, the dean or unit director, in coordination with the UI Foundation constituent development officer, must submit the naming request to the appropriate University Vice President as early as possible prior to discussions with the prospective donor. The University Vice President will then forward the request to JDC. JDC will make a recommendation to the University President. The University President's approval is required for the naming opportunity. The President will then forward to the Board of Regents for their final approval, as and when appropriate, the proposed naming.

Deans, directors, Vice Presidents, and other University or UI Foundation staff should not discuss with potential donors any specific named-gift opportunities for Programs without prior approval by the University President and/or his or her designee. If the naming of a Program is suggested in a major-gift proposal, the signatures of the University President, UI Foundation President, and respective dean or director are required before the proposal may be presented to the prospective donor. At times, the discussion of a possible Program-naming for named gift recognition may be initiated by a prospective donor (occasionally, these opportunities arise unexpectedly and quickly). Whenever possible, the donor should be informed promptly that these naming gifts require participation and careful consideration by a number of parties.

Notwithstanding the above, time is of the essence in many major-gift negotiations, and these guidelines are not intended to impede that process. When the necessary approvals must be expedited, a conference call among University and UI Foundation leadership can achieve the intended purpose, as long as that conversation and resulting decisions are documented and filed with the JDC.

### **III. NAMED MAJOR FACILITY UNITS**

Facilities constituting “major units”, as defined by the Board of Regents, include entire buildings, wings of buildings, and large sections of campus.

#### **a. Naming Opportunities and Required Gift Minimums**

A naming gift should be one that dramatically impacts the University’s ability to fund the construction and ongoing maintenance of a new building or to support the ongoing activities housed in an existing space.

Suggested contribution thresholds for the naming of major facility units are initially determined by a University and UI Foundation leadership team consisting of (1) the President of the University, (2) the following members of JDC: the Provost, the University Senior Vice President/Finance, and the President of the UI Foundation, and (3) the requesting unit’s dean, director, or University Vice President. Gift levels suggested by naming agreements created prior to these guidelines will not be a factor in determining appropriate future levels.

#### **b. Name Selection**

The considerations outlined above for name selection of Programs apply equally to the name selection for buildings, wings of buildings and large sections of campus. See section II.b.

After review by JDC as described below, proposals for the naming of buildings, wings of buildings, or designated large sections of the campus should be forwarded through the appropriate collegiate deans' or directors' offices, in coordination with the UI Foundation constituent development officer, to the President. The President will then forward the proposed name to the Campus Planning Committee. Subsequent to the review of that committee the President forwards the proposed building, wing, or section of campus name to the Board of Regents for approval.

#### **c. Named Gift Recognition Approval Procedures**

As required by Board policy, the University must conduct a thorough due diligence review of each donor and the person/entity in whose honor the naming is to be named and the implications of the naming for the University. A naming gift for a physical space may be considered for new construction or for existing space and structures.

In the naming of buildings, wings of buildings, or designated large sections of the campus, the dean or unit director, in coordination with the UI Foundation constituent development officer, must submit the naming request to the applicable University Vice President as early as possible prior to discussions with the prospective donor. The University Vice President will then forward the request to JDC. JDC will make a recommendation to the University President. The University President's approval is required and then forwarded to the Board of Regents for their final approval.

Deans, directors, Vice Presidents, and other University or UI Foundation staff should not discuss with potential donors any specific naming-gift opportunities for these major University facilities without prior approval by the University President. If the naming of a major facility is suggested in a major-gift proposal, the signatures of the University President, UI Foundation President, and respective dean or director are required before the proposal may be presented to the prospective donor. At times, the discussion of a possible unit-naming for named gift recognition may be initiated by a prospective donor (occasionally, these opportunities arise unexpectedly and quickly). Whenever possible, the donor should be informed promptly that these naming gifts require participation and careful consideration by a number of parties.

Notwithstanding the above, time is of the essence in many major-gift negotiations, and these guidelines are not intended to impede that process. When the necessary approvals must be expedited, a conference call among University and UI Foundation leadership can achieve the intended purpose, as long as that conversation and resulting decisions are documented and filed with the JDC.

#### **IV. NAMED SIGNIFICANT FACILITIES**

"Significant Facilities," as defined by the University, includes, but is not limited to, auditoriums, bridges, terraces, and collections of books/artwork.

##### **a. Naming Opportunities and Required Gift Minimums**

Suggested minimum contribution thresholds for the naming of significant facilities are initially determined by a University and UI Foundation leadership team consisting of (1) the President of the University, (2) the following members of JDC: the Provost, the University Senior Vice President/Finance, and the President of the UI Foundation, and (3) the requesting unit's dean, director, or University Vice President. Gift levels suggested by naming agreements created prior to these guidelines will not be a factor in determining appropriate future levels.

##### **b. Name Selection**

The considerations outlined above for name selection of Programs apply equally to the name selection for significant facilities. See section II.b.



**c. Named Gift Recognition Approval Procedures**

In the naming of auditoriums, bridges, terraces, collections of books/artwork and other significant facilities, the dean or unit director, in coordination with the UI Foundation constituent development officer, must submit the naming request to the appropriate University Vice President as early as possible prior to discussions with the prospective donor. The University Vice President will then forward the request to JDC. JDC will make a recommendation to the University President. The University President's final approval is required.

Deans, directors, Vice Presidents, and other University or UI Foundation staff should not discuss with potential donors any specific naming-gift opportunities for these significant University facilities without prior approval by the University President. If the naming of a significant facility is suggested in a major-gift proposal, the signatures of the University President, UI Foundation President, and respective dean or director are required before the proposal may be presented to the prospective donor. At times, the discussion of a possible unit-naming for named gift recognition may be initiated by a prospective donor (occasionally, these opportunities arise unexpectedly and quickly). Whenever possible, the donor should be informed promptly that these naming gifts require participation and careful consideration by a number of parties.

Notwithstanding the above, time is of the essence in many major-gift negotiations, and these guidelines are not intended to impede that process. When the necessary approvals must be expedited, a conference call among University and UI Foundation leadership can achieve the intended purpose, as long as that conversation and resulting decisions are documented and filed with the JDC.

**V. NAMED MINOR FACILITY UNIT SUPPORT**

“Minor Facilities” include classrooms, faculty offices, self-enclosed laboratories, lounges/breakrooms, conference rooms, study carrels and other such facilities identified by the Provost and Senior Vice President/Finance, in consultation with the University President.

**a. Naming Opportunities and Required Gift Minimums**

Suggested contribution thresholds for the naming of minor facilities are determined either by (i) JDC as part of its approval of naming opportunities available for a particular campaign or major fundraising project, or (ii) the Provost and Senior Vice President/Finance, or their designees, in coordination with the UI Foundation. Gift levels suggested by naming agreements created prior to these guidelines will not be a factor in determining appropriate future levels.

**b. Name Selection**

Proposals for the naming of minor facilities previously approved by JDC as part of a campaign or major fundraising project are subject to the approval of the applicable dean or unit director in coordination with the UI Foundation constituent development officer, who may also submit the name selection to the Provost and Senior Vice President/Finance for approval as appropriate.

Proposals for the naming of minor facilities not previously approved by JDC as part of a campaign or major fundraising project should be forwarded through the appropriate collegiate deans' or directors' offices, in coordination with the UI Foundation constituent development officer, to the Provost and Senior Vice President/Finance, or their designees, for their approval.

**c. Named Gift Recognition Approval Procedures**

Except for the naming of minor facilities prior approved by JDC for a particular campaign or major fundraising project, the dean or unit director, in coordination with the UI Foundation constituent development officer, must submit the naming request to the Provost and Senior Vice President/Finance, or their designees. The Provost and Senior Vice President/Finance will consult with the President as necessary and coordinate with the UI Foundation. If the naming is approved by JDC or the Provost and Senior Vice President/Finance, or their designees, the dean/director is to coordinate with the UI Foundation to implement the gift recognition.

The Provost and Senior Vice President/Finance, or their designees, may forward naming requests for minor facilities to JDC for review if deemed appropriate in their discretion due to the nature of the facility, gift or donor, or other factors.

**VI. NAMED FACULTY POSITIONS**

**a. Named Gift Recognition Minimums at a Glance**

	Named Endowment	Named Temporary Fund	
	<u>Minimum endowment required*</u>	Total Minimum Commitment	Commitment Period
Deanship or University Librarian	\$3 million	Requires Endowment	
Chair	\$1.5 million	Requires Endowment	
Professorship	\$750,000	\$187,500	5 years or less
Faculty Fellowship	\$250,000	\$62,500	5 years or less
Faculty Support Fund	\$50,000	\$12,500	5 years or less
*University-wide minimums. Higher levels exist in some colleges and for specialized positions (e.g., laboratory-based endowed chairs or deanships.) Consult with the Provost's Office or UI Foundation staff for details.			

**b. Naming Opportunities and Required Gift Minimums**

In order to name a deanship, the University Librarian's position, or a faculty chair, a permanent endowment must be established and appropriate funding in place before the position may be filled. Professorships and faculty fellowships created with sufficient endowment funding may be named potentially permanently, or may be named on a term basis provided the donor provides a minimum level of support within five years. Advance written approval of both the dean/director and the Provost is required to create temporary naming funds.

Deferred gift accounts may be used to fund a named faculty position, but deferred commitments will not be announced and recognized as completed named gifts until all funds are received. When received, if the funds are insufficient to completely support the desired purpose, the UI Foundation may, at its option and in concert with the University, invest the funds until the desired level is reached. Alternatively, the UI Foundation and University may recognize the gift with a naming opportunity at the appropriate level and purpose most closely reflecting the donor's original intent.

It is possible for a donor to establish a plan with the University and the UI Foundation to create, over time, certain named gifts at a particular level. Typically, a series of gifts is pledged with a portion used to provide annual support at the desired level, with the rest used to build endowment to the required level. This "flexible endowment" plan allows for the immediate naming and operation of an endowment fund in cases where a current gift for the entire endowment amount is not possible. Care must be taken to not create a fund supported by a flexible endowment that would create hardship or shortfall for the University should the flexible endowment funding not be continued or completed by the donor. During the period when the purpose of a "flexible" endowment is being supported by annual income gifts (before the fund is large enough to continue as a self-sustaining endowment), it may, for example, operate as a professorship, fellowship, or faculty support fund but not as a chair or deanship. Once the funding is completed, the position could be "upgraded" to a higher level.

Deanship or University Librarian

A named deanship or University Librarian endowment fund provides a flexible resource for a dean or University Librarian to meet special needs and opportunities in his/her unit (but not as a supplement for the dean's or librarian's salary). The University-wide minimum endowment is \$3 million.

Chair

A faculty chair is the highest honor bestowed by the University on an outstanding member of the faculty. Endowment income is used as deemed appropriate by the dean of the college and the Provost to supplement the salary of the faculty member and/or to support the academic pursuits and endeavors of the holder of the chair. The University-wide minimum endowment is \$1.5 million.

### Professorship

A named professorship recognizes distinguished faculty. Endowment income or annual funding is used as deemed appropriate by the dean of the college and the Provost to supplement the salary of the faculty member and/or to support the academic pursuits and endeavors of the holder of the professorship. The University-wide minimum endowment is \$750,000, and the minimum for temporary named funds is a guaranteed funding stream of not less than \$187,500 within five years.

### Faculty Fellowship

Faculty fellowships support faculty development in teaching or research from the junior (and above) ranks. Endowment income or annual funding is used as deemed appropriate by the dean of the college and the Provost to supplement the salary of the faculty member and/or to support the academic pursuits and endeavors of the holder of the fellowship. The University-wide minimum endowment is \$250,000, and the minimum for temporary named funds is a guaranteed funding stream of not less than \$62,500 within five years.

### Faculty Support Fund

A faculty support fund provides flexible funds for salary supplement and/or support of teaching, research, or service. The University-wide minimum endowment is \$50,000, and the minimum for temporary named funds is a guaranteed funding stream of not less than \$12,500 within five years.

#### **c. Name Selection**

The exact name applied to an endowed or non-endowed fund and the resulting named faculty position will be agreed upon by the donor(s), the UI Foundation, and the appropriate University dean/director with final approval reserved for the Provost. See the *Guidelines for Endowed Faculty Positions at The University of Iowa* for further criteria regarding name selection.

#### **d. Named Gift Recognition Approval Procedures**

Creation and naming of all faculty positions, including deanships, University librarians, faculty chairs, named professorships, faculty fellowships, and faculty support funds, require prior written approval by the Office of the Executive Vice President and Provost at the time that proposals for such positions are presented to prospective donors. The selection and approval of individuals to faculty positions is an academic process administered through the Office of the Executive Vice President and Provost. See the *Guidelines for Endowed Faculty Positions at The University of Iowa*.

**VII. NAMED NON-ACADEMIC POSITIONS**

**a. Naming Opportunities and Required Gift Minimums**

Naming opportunities for high-level, non-academic staffing positions (e.g., the directors of Intercollegiate Athletics, Hancher Auditorium, University Museum of Art) may be made available on a case-by-case basis and only with prior approval of JDC and the University President. JDC will make a recommendation to the University President regarding an appropriate gift minimum. The University President is to approve the contribution threshold.

**b. Name Selection**

The exact name to be applied to a named non-academic position will be agreed upon by the donor, the UI Foundation, and the appropriate University administrator overseeing the position.

**c. Named Gift Recognition Approval Procedures**

Any proposed naming of a high-level, non-academic position should be forwarded through the appropriate administrator supervising the position, in coordination with the UI Foundation constituent development officer, to JDC. JDC will make a recommendation to the University President. The University President’s approval is required.

**VIII. NAMED STUDENT SUPPORT**

**a. Named Gift Recognition Minimums at a Glance**

	<b>Named Endowment</b>	<b>Named Temporary Fund</b>	
	<b><u>Minimum endowment required*</u></b>	<b>Total Minimum Commitment</b>	<b>Commitment Period</b>
Presidential Scholarship	\$250,000	\$62,500	5 years or less
Old Gold Scholarship	\$100,000	\$25,000	5 years or less
Undergraduate or Graduate College Scholarship or Award Fund	\$50,000	\$12,500	5 years or less
Professional School Scholarship or Award Fund (e.g., Law, Dentistry, Medicine)	\$100,000	\$25,000	5 years or less
Graduate Fellowship (Ph.D. level)	\$250,000	\$62,500	5 years or less
*The above levels represent the University-wide minimums to create named scholarship funds. Various colleges and units may have higher desired minimums. It is possible to structure a wide variety of scholarship funds featuring a range of selection criteria. Consult with UI Foundation staff for details.			

**b. Naming Opportunities and Required Gift Minimums**

Presidential Scholarship

Presidential Scholarships are the University's most distinguished scholarships. They are awarded competitively to select entering freshmen in the top five percent of their class with an ACT of 30 or above.

- University-wide minimum endowment: \$250,000
- Named Temporary Fund: guaranteed funding stream of not less than \$62,500 within five years

Old Gold Scholarship

These scholarships are used to recruit outstanding students and support special research opportunities.

- University-wide minimum endowment: \$100,000
- Named Temporary Fund: guaranteed funding stream of not less than \$25,000 within five years

Undergraduate or Graduate College Scholarship

Scholarships are awarded for undergraduate or graduate students based upon a variety of factors: academic achievement, financial need, or the combination of both is the most common. These scholarships are generally renewable provided the student meets the requirements of the University and the scholarship stipulations.

- University-wide minimum endowment: \$50,000
- Named Temporary Fund: guaranteed funding stream of not less than \$12,500 within five years

Professional School Scholarship

Scholarships are awarded for professional school students based upon a variety of factors: academic achievement, financial need, or the combination of both is the most common. These scholarships are generally renewable provided the student meets the requirements of the University and the scholarship stipulations.

- University-wide minimum endowment: \$100,000
- Named Temporary Fund: guaranteed funding stream of not less than \$25,000 within five years

Graduate Fellowship (Ph.D. level)

Fellowships are awarded to doctoral students based upon a variety of factors: academic achievement, financial need, or the combination of both is the most common. These scholarships are generally renewable provided the student meets the requirements of the University and the scholarship stipulations.

- University-wide minimum endowment: \$250,000
- Named Temporary Fund: guaranteed funding stream of not less than \$62,500 within five years

**c. Name Selection**

Names applied to student scholarship funds must be agreed upon by the donor(s), the UI Foundation, and appropriate unit representative. When the scholarship is for undergraduates or is University-wide, approval of the Office of Student Financial Aid is also required.

The generic name of a student scholarship should remain standard but may be preceded by a name suggested by the donor and followed by a collegiate or departmental modifier. Some examples might include the John and Jane Doe Scholarship or the Robert Smith Student Award.

**d. Named Gift Recognition Approval Procedures**

Creation and naming of unit-based student scholarships, whether at the undergraduate or graduate level, requires approval by the dean or department head and, in the case of undergraduate scholarships, should be accomplished in consultation with the Office of Student Financial Aid. Creation and naming of University-wide scholarships (e.g., Presidential Scholarships) requires written approval by the Office of Student Financial Aid. Selection of specific students for any scholarship will depend on the University’s established procedures for financial aid and the donor’s preferences as documented with the UI Foundation in a Statement of Gift Intent.

**IX. NAMED UI FOUNDATION FUNDS FOR RESEARCH OR PROGRAM SUPPORT, LECTURESHIP FUND, OR IOWA IMPACT FUND ENDOWMENTS**

**a. Named Gift Recognition Minimums at a Glance**

	Named Endowment	Named Temporary Fund	
	<u>Minimum</u> endowment required*	Total Minimum Commitment	Commitment Period
Research or Program Fund	\$50,000	\$12,500	5 years or less
Lectureship Fund	\$100,000	\$25,000	5 years or less
Iowa Impact Fund Endowments	\$100,000	Requires Endowment	
*The above levels represent the University-wide minimums to create named scholarship funds. Various colleges and units may have higher desired minimums. It is possible to structure a wide variety of scholarship funds featuring a range of selection criteria. Consult with UI Foundation staff for details.			

**b. Naming Opportunities and Required Gift Minimums**

*Research or Program Fund*

A named research or program fund provides support for an identified research area or program chosen by the donor.

- Minimum endowment: \$50,000
- Named Temporary Fund: guaranteed funding stream of not less than \$12,500 within five years

A UI Foundation fund to be named for research or program support may only be established if there is no current fund established to support that research or program, unless otherwise agreed upon by the UI Foundation.

*Lectureship Fund*

A named lectureship provides support for a distinguished visiting lecturer, whose visit might range from one day to two weeks.

- University-wide minimum endowment: \$100,000
- Named Temporary Fund: guaranteed funding stream of not less than \$25,000 within five years

*Iowa Impact Fund Endowments*

These unrestricted endowments, which may be named for the donor (the Jane Doe Iowa Impact Fund), generate vital support that is used at the University President's discretion to meet University-wide priorities, such as start-up funding for new initiatives that will help the University achieve its strategic objectives. The minimum endowment is \$100,000. Named temporary funds are not available.

**c. Name Selection**

The exact name applied to an endowed or non-endowed research, program, or lectureship fund or an Iowa Impact Fund endowment will be agreed upon by the donor(s), the UI Foundation, and the appropriate University dean/director. A donor's name will not be included in such a fund unless so requested by the donor.

**d. Named Gift Recognition Approval Procedure**

In the naming of a research, program or lectureship fund or an Iowa Impact Fund endowment, the dean or unit director, in coordination with the UI Foundation constituent development officer, must submit the naming request to the appropriate University Vice President. The University Vice President will then forward the request to JDC. JDC will make a recommendation to the University President for his/her final approval. Exceptions to this process may include new funds established by wills/trusts or other legal instruments.



## **X. PUBLICITY AND RECOGNITION GUIDELINES**

Named gifts provide excellent opportunities to publicly recognize the University's most generous donors while highlighting the University's outstanding people and programs. Donors are always proud to support the University, but not all donors seek the public spotlight. Even donors establishing endowed funds carrying the name of a friend or loved one, for example, may be reluctant to publicize their generosity (and may, in fact, seek anonymity to the extent provided by Iowa law).

The first consideration in any named-gift announcement or other form of publicity, therefore, is to seek permission from the donor. Additionally, UI Foundation development officers are required to complete stewardship plans regarding all major gifts, and the donor's desire for publicity is included in that documentation.

Once the donor has agreed to have his/her naming gift publicized, the UI Foundation will work with the University unit (college, department, program) and University News Service on the creation and distribution of a news release. For named faculty positions, publicity should be coordinated with the UI Foundation by the collegiate dean, consulting with the Provost as necessary. The UI Foundation may offer additional publicity through stories in its newsletter(s) or Annual Report, and the unit should similarly publicize the gift in its own newsletter, alumni magazine, web site, etc., not only as a source of pride, but so that the donor's generosity may serve as an example to others.

All forms of recognition for major named gifts should seek to serve these purposes:

- To recognize donors in ways that are meaningful and appropriate to their level of support and will foster donors' continued (and increased) support for the University
- To utilize donor recognition as a means of encouraging the largest possible gift commitments from individual donors
- To develop recognition plans that favor quality, simplicity, and cost-effectiveness
- To achieve and maintain reasonable consistency of donor recognition across all University units and constituencies
- To ensure that donor recognition plans comply with all relevant IRS guidelines

Before planning an event related to named-gift recognition for gifts to name Programs, Major Facility Units, or Significant Facilities, the unit should consult with the University Building and Center Dedication Committee, chaired by the Vice Provost. Planning for major events will be coordinated by this committee. For all other events, University units should work with the UI Foundation's Donor Relations and Event Services team, in addition to the University's Office of University Relations and outreach staff, to plan any and all events related to named-gift recognition, including groundbreakings, dedications, celebratory donor luncheons or dinners, etc.