

## **Naming Policy**

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Policy Number:

Owner Department: Development Department

Approved Date/Effective Date: 10/25/2017

### **I. POLICY STATEMENT/PURPOSE**

Sonoran University of Health Sciences seeks to recognize donors by providing opportunities to name proposed and existing buildings, colleges, schools, programs, departments, scholarships, endowments, rooms, and campus areas in honor of, or memory of a donor, a person/people, or a company or organization. Gifts from these naming donors should have a significant impact on the University and be in accordance with the existing Gift Acceptance Policy.

### **II. POLICY STATUS**

New

### **III. HISTORY/BACKGROUND (non-mandatory)**

N/A

### **IV. DEFINITION(S)**

"Donor" refers to one that gives or donates.

"Endowment" refers to a donation of investment funds or other property that may or may not have a stated purpose at the bequest of the donor

"Pledges" are signed commitments from donors to make a specific contribution according to a fixed schedule over a specific amount of time.

"Entity" refers to an organization (such as a business or governmental unit) that has an identity separate from those of its members.

### **V. SCOPE/KEY STAKEHOLDERS**

### **VI. POLICY ITEMS**

#### **a. Naming of Buildings or Physical Spaces**

Buildings or facilities may be named for non-human entities ("Entities") if the Entity's overall history and activities are consistent with the mission and values of Sonoran University. When naming buildings and facilities for Entities, the appropriateness of the Entity's name in a public context should be taken into consideration. Ordinarily, a building or facility named for an Entity would retain that Entity's name as long as that Entity remains in existence. Any modification of an Entity's legal name after an official University building or facility is named will not result in a liability on the University to modify established signage, publications, or materials. Modifications may be

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recommended by the President, shall identify costs and funding for the associated modifications, and may be approved by the Board of Trustees.

Sonoran University is committed to retaining and addressing the name of each building, college, school, program, department, scholarship, endowment, room, and campus area in honor of, or memory of a donor, a person/people, company or organization in an appropriate manner. Abbreviating or changing the name is not appropriate. The full name should always be used in official University documents and public settings.

### **b. Removal of Names**

Given that a university's lifetime spans decades and even centuries, it is likely that a named building or area within an existing building will someday be either demolished or substantially remodeled to improve its function and/or to create a completely new use of the space. All donors to the University should be made aware of this possibility. Should such an event occur, the University will review the circumstances and attempt to recognize the donor in a way that is consistent with his or her original intent. In the event a named building or area within an existing building is destroyed by fire or an act of God, Sonoran University is not required to rebuild the building or area within an existing building. However, if the University uses insurance proceeds to reconstruct the building or area within an existing building and the proceeds exceed 66% of the expense for such reconstruction, then Sonoran University shall maintain the name of the donor on the building or area within an existing building.

The University reserves the right to remove the donor's name under the following circumstances:

- In the event the donor fails to fulfill their full pledge to the University;
- The donor or honoree is found guilty of, or pleads No Contest to any criminal code violation;
- The donor or honoree enters into a settlement agreement with any government agency or authority to avoid governmental prosecution;
- By majority vote of the Board of Trustees if the donor or honoree has engaged in conduct that besmirches the reputation or goodwill of the University.
- If the donor requests their name(s) to be removed. Refunds for the contribution made will not be issued.

## **VII. RESPONSIBILITY FOR IMPLEMENTATION**

Development Department

## **VIII. RELATED POLICIES**

Gift Acceptance Policy

Gift Acknowledgement Policy

## **IX. RELATED DOCUMENTS**

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### **X. NEXT REVIEW DATE**

Annual Review

### **XI. VERSION CONTROL AND CHANGE HISTORY**

Version Control	Approved By/Date	Date Effective	Amendment
1	President's Council 10/25/2017	10/25/2017	
2	Last Reviewed	5/22/2020	
3	Reviewed in PC no vote needed	8/24/2022	Updated name in policy to Sonoran University.

### **XII. POLICY AUTHOR/CONTACT**

Director of Development