



NORTHWEST FOUNDATION, INC.

NORTHWEST MISSOURI STATE UNIVERSITY

Policy Name:	Northwest Foundation Naming Policy
Effective Date:	April 29, 2022
Foundation Board President Signature:	<i>Robert Daniel</i>
Executive Director Signature:	<i>Andy Marchant</i>

1. Statement of Purpose

Northwest Foundation, Inc., a Missouri nonprofit corporation (hereinafter referred to as the "Foundation"), encourages the solicitation and acceptance of gifts to the Foundation and to Northwest Missouri State University (hereinafter referred to as the "University") for purposes that will assist the Foundation and the University to fulfill their missions and purposes, including development and stewardship of philanthropic resources for the benefit of the University and its students. Established in 1971 the Foundation operates independently of the University as a separate 501(c)(3) nonprofit corporation governed by its own Board of Directors (the "Board").

The Foundation Naming Policy, in conjunction with the Foundation's Gift Acceptance Policy, provides guidelines for the naming of Foundation owned facilities, units and physical spaces as well as endowments held by the Foundation. Properties owned by the University shall be excluded from this policy and are governed by the University's Process for Naming of a Campus Facility, Unit or Space.

2. Foundation Facilities, Units and Physical Spaces

a. Criteria

- i. Names of living or deceased individuals may be considered.
- ii. When naming a facility, unit or space for a person, family or organization **where there is no gift**, the proposed honoree shall have achieved distinction in one or more of the following ways:
 1. serving the Foundation or the University in an academic, administrative or support capacity with high distinction, or
 2. by contributing in other exceptional ways to the welfare and reputation of the Foundation or University, to education or to the community in general.
- iii. When naming a facility, unit or space for a person, family or organization **where there is a gift to the Foundation or University**, consideration shall be given to the following factors:
 1. the significance of the gift to the likely realization or success of a facility, unit or space
 2. the urgency or need for the project or program, or continuing support for the program
 3. the standing of the individual, family or entity in the community or profession, and
 4. the nature and duration of the relationship of the proposed honoree to the Foundation or University.

- iv. A name proposed for a *new* facility, unit or space to recognize a gift to the Foundation or University may be considered when the gift represents a substantial component of the facility's value or the project's total cost. For fundraising purposes, a reasonable objective is 60 percent of the private gift component involved in a new facility. Revocable deferred gifts shall not satisfy this requirement.
- v. A name proposed for an *existing but presently untitled* facility, unit or space to recognize a gift to the Foundation or University may be considered when the gift represents a substantial proportion of the value of the facility or the renovation's total cost. For fundraising purposes, a reasonable objective is 60 percent of the private gift component involved in renovating the facility or 60 percent of the appraised value of the existing facility. Revocable deferred gifts shall not satisfy this requirement.
- vi. If a naming is contemplated as part of a fundraising drive or a contractual agreement, the Foundation Board must be apprised of this fact in advance. The Board is expected to exercise discretion and to respect confidentiality in such cases.
- vii. Typically, a proposal for an honorific naming with no gift involved will be given consideration only after all options have been considered where a naming would occur in conjunction with a gift.

b. Procedures

- i. All proposals for the naming of a Foundation facility, unit or space shall be submitted to the President of the Foundation Board and shall provide assurance that:
 1. the proposed name is consistent with the objective of bringing additional honor and distinction to the Foundation and University
 2. the recognition implied by the naming is appropriate for the behavior exhibited by the individual, family or organization, and
 3. any philanthropic commitments connected with the naming can be realized.
- ii. The President of the Foundation Board shall forward the proposal to the Executive Committee for review. The Committee shall give timely consideration to all proposals, weighing them on their individual merits and consulting with others outside the Executive Committee when appropriate and necessary.
- iii. Based on the merits of the case and the available information, the Executive Committee shall provide the President with its recommendations on each proposal. Given the significance of a naming for the Foundation, the University and for the wider community, ideally there should be substantial agreement within the Executive Committee.
- iv. Final approval of the proposal shall be by the Board of Directors of the Foundation.

3. Endowed Chairs, Professorships and Faculty Fellowships

a. Criteria

- i. The fund and position shall carry the name as designated by the donor and set forth in a gift agreement between the donor and the Foundation.
- ii. Endowed positions shall require the following minimum funding as approved by the University's Board of Regents upon recommendation by University Advancement, the Northwest Foundation and the Northwest Leadership Team:
 1. Chairs - \$1,500,000
 2. Professorships - \$500,000
 3. Faculty Fellowships - \$250,000
- iii. Multi-year pledges to establish endowed Chairs, professorships or faculty fellowships are typically fulfilled over a term of five years or less. Deferred gift commitments will be considered on a case-by-

case basis. Appointments to the named positions will begin when the expendable funds of the endowment are at least 50% of the amount that would be distributable were the position fully funded. This distributable amount shall be calculated using the Foundation Distribution Policy in effect at that time.

- iv. Should the funding not be received within the specified pledge period, the Foundation, in accordance with the gift agreement and in consultation with the Provost, shall create an expendable fund to benefit the same academic area.
- b. Procedures
 - i. Foundation board approval is not required.
 - ii. The gift agreement shall be signed by the donor, the Executive Director of the Foundation and the University Provost.
 - iii. The University shall be responsible for creating policies and guidelines governing the appointment and administration of the position in accordance with all specifications contained within the gift agreement.

4. Endowed Scholarships

- a. Criteria
 - i. Named scholarship funds require a minimum commitment of \$25,000.
 - 1. If the \$25,000 minimum is not reached within five years, all fund monies will be awarded based on the established criteria.
 - 2. Should criteria not exist or should the Foundation be unable to award the scholarships based on the stated criteria, all fund monies will be transferred to the Foundation's designated General Scholarship Fund.
 - ii. Current endowed scholarship funds established prior to June 30, 2021 are "grandfathered" and will be administered in accordance with their gift agreements.
 - iii. Northwest Scholarship Dream Team Endowment
 - 1. This is a pooled endowment with no minimum level of gift and no naming.
 - 2. Scholarships awarded from this fund will be based on the criteria set by the University for their American Dream Grant program.
 - 3. Donors making gifts of \$15,000 or more will be recognized as a Northwest Dream Team member.
 - 4. A commitment to this fund can be fulfilled over time. Recognition as a Northwest Dream Team member will cease if the minimum \$15,000 is not received within 5 years.
 - iv. Northwest Scholarship Dream Team Named Endowment
 - 1. An individually named Northwest Scholarship Dream Team Endowment may be created with a minimum commitment of \$25,000.
 - 2. Scholarships awarded from this fund will be based on the criteria set by the University for their American Dream Grant program.
 - 3. Donors will be recognized as a Northwest Dream Team member.
 - 4. A commitment to this fund can be fulfilled over time. If the \$25,000 minimum is not reached within five years, all fund monies shall be transferred to the Northwest Scholarship Dream Team Endowment and the named endowment will cease. If the total gifts received is less than \$15,000, recognition as a Northwest Dream Team member shall cease.
 - v. Presidential Scholar Benefactor Endowment

1. This is a pooled endowment with no minimum level of gift and no naming.
 2. Scholarships awarded from this fund will be based on the criteria set by the University for their Presidential Scholar program.
 3. Donors making gifts of \$50,000 or more will be recognized as a Presidential Scholar Benefactor.
 4. A commitment to this fund can be fulfilled over time. Recognition as a Presidential Scholar Benefactor will cease if the minimum \$50,000 is not received within 5 years.
- vi. Presidential Scholar Benefactor Named Endowment
1. An individually named Presidential Scholar Benefactor Named Endowment may be created with a minimum commitment of \$200,000.
 2. Scholarships awarded from this fund will be based on the criteria set by the University for their Presidential Scholar program.
 3. Donors will be recognized as a Presidential Scholar Benefactor.
 4. A commitment to this fund can be fulfilled over time. If the minimum \$200,000 is not received within 5 years, all fund monies shall be transferred to the Presidential Scholar Benefactor Endowment and the named endowment will cease. If the total gifts received is less than \$50,000, recognition as a Presidential Scholar Benefactor shall cease.

5. Term of Naming

Once approved by the Board of Directors, the name given to a facility, unit or space shall continue in use for the life of the facility, unit or space unless specified differently in the applicable gift agreement. Notwithstanding the foregoing and the terms of any applicable gift agreement, the Foundation may, with the approval of the Board of Directors, remove a name previously assigned to a facility, unit or space; endowed chair, professorship, or faculty fellowship; or scholarship if:

- a. The Board of Directors determines in its reasonable and good faith opinion that the circumstances have changed such that the person, family or organization in whose honor the naming occurred would adversely impact the reputation, image, mission or integrity of the Foundation or the University;
- b. The person or estate of the person in whose honor the naming occurred subsequently fails to substantially fulfill the financial commitment that was the original basis for the naming;
- c. The original naming was not pursuant to a gift agreement, the length of time that has elapsed since the naming occurred constitutes sufficient recognition in light of the contributions that formed the basis for the original naming decision, and relatives of the person for whom the naming occurred are not residing in the district that the University serves or otherwise maintaining any connection with or manifesting any interest in the affairs of the University; or
- d. A change in personal, family or organizational circumstances causes the donor or applicable honoree to request a name change or termination of use.

Any facility, unit or space naming authorized by the Foundation Board can only be revoked by a vote of that body. Upon any such termination of the naming rights, the Foundation and University shall have no further obligations or liability to the person/donor and shall not be required to return any portion of the gift already paid. The Board, however, may in its sole and absolute discretion determine an alternative recognition for the portion of the gift already received.

6. **Amendment and Interpretation.**

The Foundation reserves the right, in its sole discretion (through the Board or Governance Committee of the Foundation) to amend, restate, or supplement, and interpret this Naming Policy at any time and from time to time. Without limiting the generality of the foregoing, the Foundation may in its sole discretion (through the Board or Governance Committee of the Foundation) establish additional criteria or procedures, or consult with accountants, advisors, attorneys, consultants, development or other professionals, or others, in regard to review or acceptance of any proposed naming or associated naming rights.

Naming Opportunities Tables

Facilities, Units or Spaces	Reasonable Objective
New Facility, Unit or Space	60 percent of the private gift component
Existing Facility, Unit or Space	60 percent of the private gift component or 60 percent of the appraised value

Endowed Chairs, Professorships and Faculty Fellowships	Minimum Gifts
Chairs	\$1,500,000
Professorships	\$500,000
Faculty Fellowships	\$250,000

Scholarships	Minimum Gifts
Northwest Scholarship Dream Team Endowment (Unnamed)	No minimum
Northwest Scholarship Dream Team Named Endowment	\$25,000
Presidential Scholar Benefactor Endowment (Unnamed)	No minimum
Presidential Scholar Benefactor Named Endowment	\$200,000
Other named scholarship endowments	\$25,000
Current endowed scholarships established prior to June 30, 2021	“Grandfathered” and administered in accordance with gift agreements