



LOYOLA

UNIVERSITY MARYLAND

Named and Endowed Fund Policy

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Article 1: Purpose

Overview

The named and endowed fund policy establishes minimum funding levels and other donor recognition procedures for faculty, student and program support and for capital construction and renovation projects. The intent is to ensure that naming policies are consistent across all Loyola University Maryland projects and programs and to ensure that gifts to the endowment are sufficient to accomplish the donor's and the University's objectives.

The objectives of the policy are to:

- Provide guidance to donors, prospective donors, and their advisors,
- Provide guidance to University staff involved in gift solicitation, gift recording, and gift administration,
- Promote consistent funding levels for philanthropic naming opportunities across all colleges and programs,
- Ensure that permanent endowments will fully support the desired purposes,
- Provide guidance for proper vetting and consultation before making naming decisions,
- Encourage risk assessment before making naming decisions.

The purpose of the Policy is to ensure that naming opportunities:

- Are appropriate to the mission, vision, values, and needs of the University,
- Impose no undue financial burdens on the University,
- Do not harm the reputation of the University,
- Provide sufficient funding to accomplish goals of the named program or function,
- Provide appropriate recognition of the University's heritage and legacy, including the opportunity to Honor and recognize its distinguished alumni, benefactors, and friends.

Documentation

Details of any naming recognition must be clearly documented in a signed agreement between the donor and Loyola. The gift agreement will follow the protocols outlined in Appendix A: Loyola University Maryland Gift Agreement Protocol. A copy of that agreement will be:

- Forwarded to the donor for their records,
- Kept in the donor's file-of-record housed in the Office of Advancement,
- Forwarded to the Office of Financial Services, Office of Advancement Services, Office of Donor Relations, and any additional departments necessary for the initial establishment of the fund.

Exceptions

The Executive in-charge of Advancement, in consultation with the Gift Acceptance Committee as defined in the Gift Acceptance Policies and Procedures of March 2011, is charged with reviewing requests for exceptions to the Named and Endowed Fund Policy, and approving any deviations from the stated guidelines.

Substantial amendments to the Named and Endowed Fund Policy must be approved by the Executive in-charge of Advancement, the Executive in-charge of Financial Services, the University President, and the Advancement Committee of the Board of Trustees.

Fund Minimum

Loyola University Maryland requires a minimum commitment of \$50,000, with a maximum 5- year pledge period, to create a named fund (endowed).

Article 2: Policy

Statement of Policy

Loyola University Maryland, through the Office of Advancement and in consultation with the Office of the President and the Board of Trustees, establishes minimum gift level amounts and approval guidelines for naming opportunities, as outlined in this document.

The gift levels are intended as minimum amounts necessary to name physical and academic entities at Loyola. Such minimums are important in order to ensure that the named entities have sufficient funds available to accomplish their missions and functions as described in the gift agreements signed by both the donor and the University.

Loyola University Maryland, through the Office of the President and, when appropriate, the Board of Trustees (See Article 4, Paragraph 2), reserves the right of final approval for the name(s) recommended for any of the opportunities detailed in the sections that follow. Final University approval cannot be granted until the donor's proposed name for the physical or academic entity is known.

Where early discussions between Loyola representatives and prospective donors involve discussions of naming opportunities and specific gift levels, whether accompanied by the use of an official approved naming opportunity list or not, the prospective donors shall be informed that no proposed naming opportunity is final until vetted and approved through the procedures as outlined in this document.

Additionally, any gift that includes the naming of a physical or academic entity or collection must be documented in a signed Gift Agreement that follow the protocols outlined in Appendix A: Loyola University Maryland Gift Agreement Protocol.

Non-Philanthropic Naming

The naming of physical or academic entities for non-philanthropic (honorific), contributions to the University is allowed, but not encouraged, as it impedes the fundraising efforts of the Office of Advancement. All non-philanthropic naming requests must be submitted in writing by the requestor for approval by the University President and his Cabinet. To be considered for a non-philanthropic naming opportunity, the individual or entity being recognized must have:

- Exhibited values consistent with the mission and vision of the University, and,
- An established relationship with the University.

Purpose

It is the policy of Loyola University to apply these guidelines for named gift opportunities in order to recognize those individuals, businesses, or organizations that have made enduring financial contributions or exemplary or meritorious service contributions to the University; or (2) whose extraordinary accomplishments advance the University's educational mission, its standing in the community, and/or its aesthetic quality.

This policy is intended to encourage private support through naming opportunities. In some circumstances, this policy allows for physical or academic entities to be named without a gift. This policy is consistent with the University's strategic goal of maintaining fiscal responsibility in all operations, programs, and facilities.

Applicability

This policy applies to all situations in which a physical or academic entity or collection at Loyola University Maryland is named in response to a charitable contribution or a meritorious honor.

Definitions

- A. Academic Entities:** All non-physical entities, to include: colleges, schools, academic departments, and academic centers, institutes, programs, laboratories, clinics, and equipment, as well as divisions, research centers, chairs, professorships, lectureships, fellowships, scholarships, teaching awards and prizes.
- B. Collections:** Libraries or parts of libraries and other collections of significant size and continuing scientific, historic, artistic or cultural value.
- C. Endowments:** An endowment is a fund that can be established through gifts from private individuals, corporations, foundations, associations, and other organizations, so long as those gifts meet University guidelines on endowment minimums by type and are accompanied by a signed gift agreement.

Endowments are invested to allow for the principal to remain intact (nonexpendable) in perpetuity, while a portion of endowment earnings are distributed annually to support the purpose designated by the donor(s) through a formal gift agreement with the University.

Endowments may be designated to benefit academic or non-academic positions, students, programs, physical space (buildings, facilities, and grounds, or portions thereof), or specific academic or non-academic departments and units. They are typically named after their donor(s)

or a person(s) the donor wishes to honor.

Endowments may be established by a one-time gift, a series of gifts, a pledge paid over a period of a specific number of years, wills, trusts, gifts of appreciated assets, or by a combination of these. Gifts can be added to an established endowment at any time.

In certain instances, which must be outlined in a gift agreement, a specific amount of the gift commitment must be received prior to the actual naming of the position, program, building, space, or project.

- D. Permanent Endowment:** "Endowment funds are funds received from a donor with the restriction that the principal not be expendable." These endowments are only subject to modification as may be allowed by law and Loyola University regulations. Establishment of any endowed fund requires a minimum gift of \$50,000.
- E. Quasi-Endowment:** "A quasi-endowment fund is a fund that functions like an endowment fund but which may be totally expended at any time at the discretion of the governing board." This may be gift funds that the donor did not specifically direct for use as an endowment, or funds available to the institution from other sources that can be designated for an endowment. The funds are invested in the same manner as a true endowment and have the same payout provisions.
- F. Honorific:** Conferring or implying honor or respect; generally defined as recognizing outstanding individuals distinguished in character or attainments.
- G. Philanthropic:** The act of philanthropy; generally defined as gifts to the University that have real or in-kind monetary value.
- H. Physical Entities:** All physical facilities and buildings, to include:
Buildings or portions thereof – For example - laboratories, classrooms, seminar rooms, meeting rooms, lounges, wings, halls, floors, galleries; structures, including, but not limited to, athletic fields, athletic facilities, and other facilities such as wings of buildings or substantial parts of buildings, residence halls, large auditoria, concert halls, plazas, parks, fountains, gardens, natural landmarks, lawns, courtyards, walkways, pathways, parking facilities, roadways.

Procedures

A. Proposals for Naming

Proposals for naming of new physical or academic entity or collections, changing the name of an existing physical or academic entity or collection, or naming a previously undesignated physical or academic entity or collection, may be made by submitting the New Request For Naming Opportunity Form (Appendix B) in writing to the Director of Donor Relations in the Office of Advancement. The Director of Donor Relations will oversee the approval process for

all naming opportunities by coordinating the appropriate signatures.

- In cases where the naming opportunity is due to the receipt of a new charitable gift, the New Naming Opportunity form should be submitted along with the Gift Agreement for approvals and signatures.
- When naming an existing or previously undesignated physical or academic entity or collection, the New Naming Opportunity form should be submitted on its own to the Director of Donor Relations.

B. Approval of Proposals for New Naming Opportunities

For naming opportunities that result from new charitable gifts, the signatures necessary to approve the naming opportunity are the same as those needed to approve the Gift Agreement.

C. Naming or Renaming of an Existing Facility

When a facility has reached the end of its useful life and/or will be replaced or substantially renovated or if there is simply donor interest, the existing structure may be named or renamed. If appropriate, recognition of earlier donors and honorees will be included in or adjacent to new and renovated facilities, as well as in redeveloped areas. If relevant, the Director of Donor Relations will coordinate communications with previous donors or family members for all such “re-namings.” Existing or previously undesignated naming opportunities must be approved by the University President and his Cabinet and, when appropriate, the Board of Trustees (See Article 4, Paragraph 2). If at any time following the approval of a naming, circumstances changes substantially so that the continued use of that name may compromise the public trust, Loyola will consult with the legal counsel of the University regarding future action.

D. Named Gifts Guidelines

Those tasked with approving naming opportunities shall judge each proposal on its own merits, but may be guided by naming guidelines established in conjunction with specific capital or comprehensive fundraising campaigns. When approving naming opportunities, the approvers are encouraged to consider the following factors, including but not limited to: the ability of a gift to stimulate gifts by other donors, duration of naming, dignity and significance to the University, honor to the donor, national and international reputation and achievement of the donor, exceptional contributions of an individual while employed at the University, distinction of the donor, whether the gift advances the reputation of the University, whether the gift increases the understanding and public support for the University program, expiration periods on naming, de-naming when an entity no longer meets acceptable University standards, de-naming upon demolishing and/or replacement of a facility, maintenance of records, valuation of physical space, marketing space, and timeframes for honorific naming.

E. Administration

For administration of this policy, the Director of Donor Relations shall review and coordinate

the approval process of all proposals to name physical and academic entities and collections. Copies of the signed and approved Naming Requests will be distributed by the Office of Donor Relations to all individuals who approved the request. The original signed request will be filed in the original donor files in the Office of Advancement. When the Director of Donor Relations is not available, the Director of Advancement Services may perform the assigned role in his/her stead.

F. Naming Related to a Fundraising Campaign

When a Naming is contemplated as part of a fundraising campaign, that campaign, the proposed naming and the associated private-fund contributions to be sought shall have prior approval of the president and, when appropriate, the Board of Trustees (See Article 4, Paragraph 2).

G. Commercial Influence

To avoid any appearance of commercial influence or conflict of interest, additional due diligence will occur before approving a physical or academic naming opportunity in recognition of a gift from a corporation or corporate foundation. Physical signage reflecting a corporate or organizational naming may not include the organization's logo or other components of branding, except in the case of time-limited corporate sponsorships.

H. Announcements

No college or department shall announce the naming of any physical or academic entity or collection prior to the final approval required by this policy.

I. Permanence of Naming

The University affirms its commitment to donors to honor their philanthropic legacy and historical connection to Loyola. Naming opportunities associated with a charitable gift to the University shall be for the life of the physical or academic entity being named unless otherwise agreed to in the signed gift agreement.

If the purpose of the original named gift is no longer consistent with the University's mission, the University President and Board of Trustees will determine a redirection of the funds, taking into account the original purpose of the gift. Where possible, donors or their heirs will be notified of any changes to a gift allocation. Any such changes will be consistent with the local and federal laws at that time.

In certain instances, a naming opportunity may be granted for a pre-determined amount of time. The gift agreement should clearly specify any and all time limits on a naming opportunity. At the end of the specified naming period, the former donor or their heirs, if known, will be given the right of first refusal to renew the naming opportunity with the same or a new name.

J. Removing a Name

The University reserves the right to remove a philanthropic or honorific naming if one of the following conditions occurs:

- A donor does not fulfill a pledge commitment as outlined in the written gift agreement. In such cases, the University reserves the right to consult with the donor(s), where possible, to restructure the purpose of the funds.
- Loyola University naming opportunities shall bear only the names of individuals or entities that exemplify the attributes of integrity, character, and leadership consistent with the highest values of Loyola University. If, in the determination of the president and, if appropriate, the Board of Trustees (See Article 4, Paragraph 2), the continued use of a donor's/honoree's name may compromise the public trust or image of the University, the University reserves the right to remove the donor's/honoree's name from a physical or academic entity or collection at any time.
- If the University terminates naming rights for philanthropic gifts based on these conditions, the University has the right to retain gifts previously made pursuant to the gift agreement.
- If a benefactor or honoree requests a change to or removal of the name of a physical or academic naming opportunity (i.e. due to a marriage, divorce, or corporate merger), the University will consider the request. If approved by the President and his Cabinet, all replacement signage and other related costs will be at the donor's expense.

K. Naming Considerations for a Pledge

If a naming will be the result of a total gift pledged to be paid over a period of years, the tying of the official naming must be clearly articulated in a formal Gift Agreement. Two options are:

Naming will go into effect only after the pledge is fulfilled and the required total amount has been received by Loyola University,

-OR-

Naming will go into effect immediately with a clear and documented understanding that the naming will be altered or removed if the full pledge is not paid in a mutually agreed upon time frame.

If only partial funding is received that is less than the required naming threshold, yet sufficient for an alternative naming opportunity, the above procedures govern any renegotiation for a suitable naming opportunity.

L. Deferred Gifts

Revocable deferred gifts will not be announced and recognized as completed named gifts until the funds are received. When received, if the funds are insufficient to completely support the desired purpose, the Finance Office through the recommendation of the Advancement Office, may invest the funds until the desired level is reached. Alternatively, Loyola may recognize the gift with a naming opportunity at the appropriate level and purpose most closely reflecting the donor's original intent. For this reason, it is strongly encouraged that cascading language is included in all gift agreements for the creation of deferred endowed funds:

Example: John Doe designates a portion of his estate to create the John Doe Chair in Philosophy upon his death. Doe's gift will be recognized as a deferred gift consistent with other deferred gift intentions to Loyola. If upon Doe's death, the funds received by Loyola are not sufficient to support a chair at that time, Loyola may invest the gift until it is sufficient to support a chair or may instead create the John Doe Professorship in Philosophy.

Irrevocable deferred gifts may be immediately used for naming purposes if the present value of the deferred gift is equivalent to the minimum gift level current requirement. This present value will be determined as outlined in the Advancement Office's campaign gift counting guidelines. Though a named chair may be created through such an irrevocable deferred gift, a faculty member may not be appointed to the chair until the deferred gift is realized and the minimum funds are received by the Advancement Office and invested for at least one year. The same policy will be applied to naming other faculty positions and to naming scholarship/fellowship recipients for the creation of a student award.

Example: Jane Smith creates an irrevocable charitable trust to support the Jane Smith Chair in the College of Liberal Arts. At the time of the establishment and recognition, the minimum required gift to establish a chair was \$2 million. At her age, and using the current IRS discount interest rate at the time the gift was established, the present value of the trust would need to be at least \$2 million to be recognized and announced as a chair. When the trust matures, a faculty member could be appointed to the endowed position.

M. Naming Conventions

The exact name applied to a naming opportunity must be agreed upon and approved by the parties as listed in the Minimum Endowment/Naming Threshold Chart below. Loyola University Maryland reserves the right to reject a proposed name for grounds including, but not limited to, the following:

- Excessive character length,
- Inclusion of abnormal text or characters,
- Inclusion of any word, thought, or idea that is at direct odds with the University's mission and/or vision.

Faculty Support - The format for a named faculty position should remain standard but may be preceded by a name suggested by the donor and followed by a collegiate or department modifier. Additional modifying terms such as "endowed" should be avoided, except in instances where there is a need to distinguish between endowed and current use funds with the same name and purpose. Some examples include:

- *Jane and John Doe Dean of Loyola College*

- *Jane and John Doe Professorship or Chair in History with the recipient known as the Jane and John Doe Professor of History (for the holder of either a Professorship or Chair)*

Student Support - The format for a named student scholarship or fellowship should remain standard but may be preceded by a name suggested by the donor and followed by a collegiate or departmental modifier. Additional modifying terms such as “endowed” should be avoided, except in instances where there is a need to distinguish between endowed and current use funds with the same name and purpose. The term “scholarship” shall be used to name all funds that support undergraduate students; the term “fellowship” shall be used to name all funds that support graduate students. Some examples include:

- *Jane and John Doe Scholarship in Engineering with the recipient known as the Jane and John Doe Scholar*
- *Jane and John Doe Fellowship in Accounting with the recipient known as the Jane and John Doe Fellow*

Physical Entities – The use of functional names for physical space is discouraged, as functions within a physical space may change over time. Examples of functional names include the *Smith Computer Lab* or the *John Doe Executive Suite*.

N. Named Current-Use Funds

In certain cases, it is appropriate for a faculty support fund or a scholarship fund to be named for a period of years when a donor agrees to make a series of gifts in support of the particular purpose. For example, an individual could agree to create the John Doe Professorship for a minimum of three years. Advance approval from the dean, the Executive in-charge of Advancement, and the Executive in-charge of Academic Affairs is required to create named current-use funds that do not have current-use minimum gift requirements already in place.

O. Periodic Review and Revision of Policies

The Executive in-charge of Advancement shall be responsible for disseminating and reviewing this policy periodically within the Advancement Office and with University officials outside of the Advancement Office.

It is recommended that such reviews occur no less than every three years.

Article 3: Specific Fund Information

Faculty Support

A named faculty position is the highest honor bestowed by Loyola on an outstanding member of the faculty. This applies to members of the faculty recruited as a result of the named gift and to members

of the current faculty to whom the named title is bestowed. The income from an endowed position fund is used as deemed appropriate by the dean of the appropriate school(s) and by the Executive in-charge of Academic Affairs to provide salary or supplementation to a new member of the faculty or to supplement the salary of a current named faculty member and/or to support the academic pursuits and endeavors of the holder of the endowed position. Creation of all endowed and named positions requires prior approval by the Executive in-charge of Academic Affairs. Appointment of individuals to faculty positions is an academic process carried out through the Academic Affairs Office. The appropriate dean is responsible for ensuring that funding within the college/department is sufficient to support the endowed position (i.e. - all costs associated with the position- salary, office and lab space, research projects, etc.- not covered by the endowment must be covered from the college/department's budget).

Named positions may not be bestowed until the minimum required funding has been received by the Advancement Office. In other words, pledges are sufficient to create an endowed position, but no faculty may be selected for the position until the actual "cash in" reaches the required minimum and the funds have been invested for one year. In the event that Academic Affairs Office or the appropriate school can provide funding prior to completion of a gift agreement, the Executives in-charge of Academic Affairs and Advancement may authorize early granting of the named position, temporarily, with the position's future contingent on execution of the gift agreement

Student Support

Scholarships and fellowships are awarded for undergraduate or graduate students based upon a variety of factors: academic achievement, skills, talent, financial need, or a combination thereof. Funds may be designated for undergraduates (scholarships) or graduates (fellowships). Selection criteria for any scholarship/fellowship will depend on: donor preferences as documented with the Advancement Office in the gift agreement; Loyola's established procedures for financial aid as determined by the Financial Aid Office in accordance with information provided on the Free Application for Federal Student Aid; and relevant state and federal laws.

Named scholarships may not be awarded to students until the minimum required funding has been received by the Advancement Office (i.e.- though pledges are sufficient to create a named scholarship, no student may be selected for the award until the actual "cash in" reaches the required minimum and is invested for at least one year).

In certain circumstances, a donor or group of donors may wish to name a memorial scholarship or participate in a fundraising effort for a particular affinity group or interest. The special effort must be approved by the Executive in-charge of Advancement and the donor(s) should work with the Advancement staff to generate a fundraising strategy. If the minimum dollar requirements to name an endowed or current use fund are not achieved within one year, the funds will be designated to the general scholarship fund or to any other fund that has been mutually agreed upon by both the donors and the appropriate university officials.

Facilities

A. Exploration of a New Facility

Before Loyola University Maryland and the Advancement Office undertake any fundraising efforts for a new or renovated facility, the dean of the appropriate college and the Executive in-charge of Academic Affairs or the director of the relevant program seeking a new facility must secure the support of the following individuals to explore the feasibility of the project:

- The Executive in-charge of Financial Services to assess eligibility for other sources of funding;
- The Associate Vice President for Facilities and Campus Services to develop a schematic design for the facility; and,
- The Executive in-charge of Advancement to approve a fundraising plan and a philanthropic goal for the facility.

Once these meetings have occurred, the President and the President's Cabinet will decide whether or not to proceed with the exploration of a fundraising effort for the facility.

B. Lead Gift First

For new construction projects with a significant philanthropic component, a lead gift of at least 50 percent of the total construction costs (or 2 to 3 gifts totaling 50 percent of the total) must be secured before any other gifts are accepted for the project (i.e. the project will not be publicly launched until the lead gift(s) is secured). In addition, the Advancement Office will not set up a designation to receive any other gifts toward the project until the lead gift(s) is secured. In certain rare circumstances, it may be deemed acceptable by the President and the Executive in-charge of Advancement to accept individual gifts of \$1 million or more prior to the lead gift(s) being secured, but only with a contingency attached to the gift. For renovations/refurbishments of existing facilities where the total project will amount to \$5 million or more, the same rule applies as above (a lead gift commitment(s) of at least 50 percent of the total cost of the project must be secured for the project to proceed).

C. Naming Public Spaces

Loyola University Maryland's Named and Endowed Fund Policy governs the naming of all public spaces and structures on all campuses. The Director of Donor Relations will serve as a liaison between the donor, development officer, and University approval process. When a proposed naming involves a philanthropic commitment, the gift shall constitute a significant portion of the total cost of the structure/space to be named. Specifically, the gift shall fund either 25 percent of the total construction or the replacement cost, or at least 50 percent of the private fundraising portion of the project, whichever is greater. No commitment regarding the naming of a public space shall be made to a donor prior to the approval of the proposed name. Additionally, no permanent signage will be displayed in any facility until the donor has fulfilled his/her pledge in its entirety, unless otherwise agreed to within the signed gift agreement.

D. Approval of Pricing Structures

A pricing structure that articulates the required funding levels for all naming opportunities must be submitted to the Director of Donor Relations for any approved facility project. The Director

of Donor Relations will develop a plan for naming opportunities to be approved by the Executive in-charge of Advancement and the Finance Office. The Finance Office should communicate any changes made to the building plan after the naming opportunity list has been developed to the Director of Donor Relations. The total dollar amount of the pricing structure should exceed the total philanthropic goal of the project by at least 25 percent.

E. Deferred Gifts

In general, outright gifts are desired for facility projects. Request to apply partially deferred gifts (i.e. pledge payments beyond five years or an irrevocable planned gift) will be considered on a case-by-case basis, subject to the financing plan for the facility. Regardless, for Loyola to consider any arrangement of this type, a minimum of 25 percent of the project will be required as an outright gift.

Article 4: Minimum Endowment/Naming Thresholds

Loyola University Maryland establishes minimum gift level amounts and approval guidelines for naming opportunities, as outlined in this document. The gift levels are intended as minimum amounts necessary to name the respective physical or academic entity. Such minimums are important in order to ensure that the physical or academic entity has sufficient funds available to accomplish the mission or function intended by the donor. Specific colleges or programs may have higher minimum gift levels. Additionally, individual capital or comprehensive campaigns may have more specific threshold guidelines (see Article 2, “Procedures”, Section F). Giving opportunities are based on benchmarking studies and are determined in conjunction with academic leadership and, if appropriate, the Board of Trustees (See Article 4, Paragraph 2).

Naming opportunities of \$1,000,000 or more require the final approval of the University president. For naming opportunities associated with gifts of \$2,500,000 or greater, the president will confer with the Board of Trustees before granting approval.


Faculty Support

Opportunity	Criteria Restrictions	Approval of Naming Opportunity	Minimum Endowment	Minimum Current Use
Deanship of a School	- May be designated to a specific college or school.	<ul style="list-style-type: none"> - Donor(s) - Director of Donor Relations - Director of Advancement Services - Executive in-charge of Advancement - Executive in-charge of Financial Services - Executive in-charge of Academic Affairs - President, after conferring with Board of Trustees 	\$5 million	N/A
University Chair	- May be designated to a college or department	<ul style="list-style-type: none"> - Donor(s) - Director of Donor Relations - Director of Advancement Services - Executive in-charge of Advancement - Executive in-charge of Financial Services - Executive in-charge of Academic Affairs - Dean or Executive Director of specific school, college, or program - President, after conferring with Board of Trustees 	\$2.5 million	N/A
Coach	- May be designated to a particular sport within the Athletics Department	<ul style="list-style-type: none"> - Donor(s) - Director of Donor Relations - Director of Advancement Services - Executive in-charge of Advancement - Executive in-charge of Financial Services - Director of Athletics - President 	\$2 million	N/A

Opportunity	Criteria Restrictions	Approval of Naming Opportunity	Minimum Endowment	Minimum Current Use
Assistant Coach	- May be designated to a particular sport within the Athletics Department	<ul style="list-style-type: none"> - Donor(s) - Director of Donor Relations - Director of Advancement Services - Executive in-charge of Advancement - Executive in-charge of Financial Services - Director of Athletics - President 	\$1 million	N/A
University Professorship	- May be designated to a specific college or department	<ul style="list-style-type: none"> - Donor(s) - Director of Donor Relations - Director of Advancement Services - Executive in-charge of Advancement - Executive in-charge of Financial Services - Executive in-charge of Academic Affairs - Dean or Executive Director of specific school, college, or program - President 	\$1.5 million	N/A
Faculty Scholar	<ul style="list-style-type: none"> - May be designated to a specific college or department - May be used to provide research funds to a faculty member of exceptional accomplishment or promise for up to three years for a current use gift and five years for an endowed gift 	<ul style="list-style-type: none"> - Donor(s) - Director of Donor Relations - Director of Advancement Services - Executive in-charge of Advancement - Executive in-charge of Financial Services - Executive in-charge of Academic Affairs - Dean or Executive Director of specific school, college, or program 	\$750,000	\$37,500-75,000 per year for a minimum of 3 years (or equivalent) in current use

Opportunity	Criteria Restrictions	Approval of Naming Opportunity	Minimum Endowment	Minimum Current Use
Visiting Professorship	<ul style="list-style-type: none"> - May be designated to a specific college or department - May be used to bring visiting scholars to campus for a fixed term (minimum one semester) - May be used to cover salary stipend, travel, and/or housing costs for visiting faculty 	<ul style="list-style-type: none"> - Donor(s) - Director of Donor Relations - Director of Advancement Services - Executive in-charge of Advancement - Executive in-charge of Financial Services - Executive in-charge of Academic Affairs - Dean or Executive Director of specific school, college, or program 	\$250,000	\$25,000 per year for a minimum of 3 years (or equivalent) in current use support

Student Support

Opportunity	Criteria Restrictions	Approval of Naming Opportunity	Endowment	Current Use
Full-tuition Fellowship (Provides students in graduate or professional programs with a full-tuition scholarship)	<ul style="list-style-type: none"> - College designated - Area of study - Academic requirements - Other distinguishing characteristics to promote diversity - Financial aid or merit based 	<ul style="list-style-type: none"> - Donor(s) - Director of Donor Relations - Director of Advancement Services - Executive in-charge of Advancement - Executive in-charge of Financial Services - Director of Financial Aid - Dean or Executive Director of specific school, college, or program - President 	\$1 million	N/A
Fellowship (Provides students in graduate or professional programs with tuition support)	<ul style="list-style-type: none"> - College designated - Area of study - Academic requirements - Other distinguishing characteristics to promote diversity - Financial aid only 	<ul style="list-style-type: none"> - Donor(s) - Director of Donor Relations - Director of Advancement Services - Executive in-charge of Advancement - Executive in-charge of Financial Services - Director of Financial Aid - Dean or Executive Director of specific school, college, or program 	\$250,000	\$12,500 per year for a minimum of 3 years (or equivalent) in current use support
	<ul style="list-style-type: none"> - College designated - Area of study - Academic requirements - Financial aid only 		\$100,000	\$5,000 per year for a minimum of 3 years (or equivalent) in current use support
	<ul style="list-style-type: none"> - College designated - Financial aid only 		\$50,000	\$2,500 per year for a minimum of 3 years (or equivalent) in current use
Full-tuition Scholarship (Full-tuition support awarded to undergraduate students)	<ul style="list-style-type: none"> - College designated - Area of study - Academic requirements - Other distinguishing characteristics to promote diversity - Financial aid or merit 		\$1 million	N/A

Opportunity	Criteria Restrictions	Approval of Naming Opportunity	Endowment	Current Use
Athletic Scholarship* (Tuition support awarded to student-athletes)	<ul style="list-style-type: none"> - Sport designated - Other distinguishing characteristics 	<ul style="list-style-type: none"> - Donor(s) - Director of Donor Relations - Director of Advancement Services - Executive in-charge of Advancement - Executive in-charge of Financial Services - Director of Financial Aid - Director of Athletics 	\$100,000 or more	\$5,000 per year for a minimum of 3 years (or equivalent) in current use support
General Scholarship* (Tuition support awarded to undergraduate students)	<ul style="list-style-type: none"> - College designated - Area of study - Academic requirements - Other distinguishing characteristics to promote diversity Financial aid only	<ul style="list-style-type: none"> - Donor(s) - Director of Donor Relations - Director of Advancement Services - Executive in-charge of Advancement - Executive in-charge of Financial Services 	\$250,000	\$12,500 per year for a minimum of 3 years (or equivalent) in current use support
	<ul style="list-style-type: none"> - College designated - Area of study - Academic requirements Financial aid only	<ul style="list-style-type: none"> - Director of Financial Aid - Dean or Executive Director of specific school, college, or program 	\$100,000	\$5,000 per year for a minimum of 3 years (or equivalent) in current use support
	<ul style="list-style-type: none"> - College designated Financial aid only		\$50,000	\$2,500 per year for a minimum of 3 years (or equivalent) in current use support

* Although there are varying endowment minimums to establish Athletic and General Scholarship endowed funds based on fund restrictions, the University may begin to award such funds in the fiscal year following the point at which the actual “cash in” value reaches the required endowment minimum of \$50,000.

Academic or Other Program Support

Opportunity	Criteria Restrictions	Approval of Naming Opportunity	Minimum Endowment	Minimum Current Use
Naming of a College, Department, Institute, Center, or Other Major Unit	<ul style="list-style-type: none"> - Designated to a college, department, or unit - Gift should be large enough to lift the program to a new standard of excellence and provide ample funding to achieve outlined goals and priorities. 	<ul style="list-style-type: none"> - Donor(s) - Director of Donor Relations - Director of Advancement Services - President’s Cabinet - President, after conferring with Board of Trustees 	<ul style="list-style-type: none"> - Exact amount will vary among programs, but requires a substantial commitment that stands to support the unit significantly. - Gift amount required to be determined on a case-by-case basis by the: <ul style="list-style-type: none"> - Executive in-charge of Advancement - Executive in-charge of Academic Affairs - Executive in-charge of Financial Services - Appropriate dean or program director - President 	N/A
Full Program Support	<ul style="list-style-type: none"> - May be designated to a college, department, or unit. - Any additional restrictions must be approved by the Executive in-charge of Advancement and the appropriate dean or program director. 	<ul style="list-style-type: none"> - Donor(s) - Director of Donor Relations - Director of Advancement Services - Executive in-charge of Advancement - Executive in-charge of Financial Services - Executive in-charge of Academic Affairs - Dean or Executive Director of specific school, college, or program 	Gift amount required to be determined by the: <ul style="list-style-type: none"> - Executive in-charge of Advancement - VP for Academic Affairs - Executive in-charge of Financial Services - Appropriate dean or program director 	N/A

Opportunity	Criteria Restrictions	Approval of Naming Opportunity	Minimum Endowment	Minimum Current Use
Program Support	<ul style="list-style-type: none"> - May be designated to a college, department, or unit. - Any additional restrictions must be approved by the Executive in-charge of Advancement and the appropriate dean or program director. 	<ul style="list-style-type: none"> - Donor(s) - Director of Donor Relations - Director of Advancement Services - Executive in-charge of Advancement - Executive in-charge of Financial Services - Executive in-charge of Academic Affairs - Dean or Executive Director of specific school, college, or program 	\$50,000 over a maximum 5-year pledge	\$5,000 per year for a minimum of 3 years (or equivalent) in current use support
Lectureship	<ul style="list-style-type: none"> - May be designated to a specific college or department - May be used to support expenses associated with planning and implementing lectures - Can be used to pay for administrative costs, publications, advertising, travel, lodging, and honoraria 	<ul style="list-style-type: none"> - Donor(s) - Director of Donor Relations - Director of Advancement Services - Executive in-charge of Advancement - Executive in-charge of Financial Services - Executive in-charge of Academic Affairs - Director of Athletics 	\$100,000	\$5,000 per year for a minimum of 3 years (or equivalent) in current use support
Named Award or Medal	<ul style="list-style-type: none"> - May be designated to a specific college or department - Additional criteria and awarding process must be approved by the Executive in-charge of Advancement and the VP for Academic Affairs 	<ul style="list-style-type: none"> - Donor(s) - Director of Donor Relations - Director of Advancement Services - Executive in-charge of Advancement - Executive in-charge of Financial Services - Executive in-charge of Academic Affairs - Dean or Executive Director of specific school, college, or program 	\$50,000	\$2,500 per year for a minimum of 3 years (or equivalent) in current use support

Facilities

Opportunity	Criteria Restrictions	Approval of Naming Opportunity	Minimum Endowment	Minimum Current Use
Structure or physical space or entity	<ul style="list-style-type: none"> - Gift should constitute a significant portion of the total cost or private funding needed to fully realize and maintain the physical entity. 	<p><u>Gifts Under \$1 million</u></p> <ul style="list-style-type: none"> - Donor(s) - Director of Donor Relations - Director of Advancement Services - Executive in-charge of Advancement - Executive in-charge of Financial Services - Associate Vice President Facilities and Campus Services <p><u>Gifts \$1 million - \$2.5 million</u></p> <ul style="list-style-type: none"> - Donor(s) - Director of Donor Relations - Director of Advancement Services - Executive in-charge of Advancement - Executive in-charge of Financial Services - Associate Vice President Facilities and Campus Services - President <p><u>Gifts of \$2.5 million and up</u></p> <ul style="list-style-type: none"> - Donor(s) - Director of Donor Relations - Director of Advancement Services - Executive in-charge of Advancement - Executive in-charge of Financial Services - Associate Vice President Facilities and Campus Services - President, after conferring with Board of Trustees 	<ul style="list-style-type: none"> - Gift amount required to be determined on a case-by-case basis. - Gift amount should fund either 25% of the total construction or replacement cost, or at least 50% of the private fundraising portion of the project, whichever is greater. 	N/A

Appendix A
Loyola University Maryland
Gift Agreement Protocol

1. Assigned fundraiser uses template to draft gift agreement.
 - a. The assigned fundraiser edits the standard gift agreement to encompass the philanthropic goals of the donor.
 - b. If a naming opportunity is involved, the fundraiser will include a completed New Request for Naming Opportunity Form (referred to from this point forward as the “naming form”)
2. Email gift agreement and naming form drafts to the Director of Advancement Services and the Director of Donor Relations before the donor has reviewed or signed the documents.
 - a. Director of Advancement Services will review the documents and seek counsel from other offices (Controller’s Office, Financial Aid, Legal, etc.) if necessary.
 - b. Director of Advancement Services will also ensure that the proper signatories are included in the gift agreement.
 - c. Director of Donor Relations will review the documents to determine the feasibility of awarding and stewarding the fund as written.
 - d. Director of Donor Relations will also ensure that the proper signatories are included in the naming form.
3. Director of Advancement Services and Director of Donor Relations will notify the assigned fundraiser of any feedback/edits.
4. After final edits are made, the assigned fundraiser will submit 3 copies of the gift agreement and the 3 copies of the naming form to the donor for signature.
5. After the gift agreement and naming form are signed by the donor, the assigned fundraiser will send them to Assistant Director of Donor Relations who will distribute the documents to other signatories.
6. When all signatories have signed the gift agreement and the naming form, Assistant Director of Donor Relations will send original copies to the donor (with acknowledgement letter), to Advancement Services for gift posting and filing, and to the Vice President of Finance for filing. Non-original copies will be sent to all signatories and the assigned fundraiser.
7. Assistant Director of Donor Relations will ensure appropriate acknowledgment for the gift, and discuss publicity with Marketing and Communications if necessary.

Signatory Protocol

The following should be included on all gift agreements:

Senior Vice President and Vice President for Advancement
Vice President for Finance and Administration, Treasurer

For all scholarships (both newly established funds and existing funds), include:

Director of Financial Aid

For a school/program designation or a scholarship where a specific department is involved in the awarding process, include the appropriate dean(s) or program director:

Dean of Loyola College
Dean of the Sellinger School of Business and Management
Dean of the School of Education
Executive Director, Loyola Clinical Centers

Assistant Vice President, Director of Athletics

For new faculty positions:

Vice President of Academic Affairs

Assistant Vice President, Director of Athletics (for coaching and related)

For all gifts of \$1 million or more, include:

University President

Appendix B



LOYOLA
UNIVERSITY MARYLAND

New Request for Naming Opportunity

Date: _____

Description of naming opportunity: _____

Name as the donor or honoree would like it to exist for this opportunity: _____

Type of naming opportunity (select as appropriate):

____ Philanthropic

____ Honorific

____ Philanthropic, in-honor of another

Gift Amount: \$ _____

Donor(s) name: _____

Relationship to the Loyola of the person(s) named in naming opportunity: _____

Additional background information the donor wishes to share regarding the inspiration for this gift: _____

By signing this form, I/we acknowledge that Loyola University Maryland has made its Named and Endowed Fund Policy available for my/our review.

Approval Signatures and Date:

Donor Date

Donor Date

Terrence M. Sawyer, J.D. Date
Senior Vice President and Vice President for Advancement
Loyola University Maryland

New Request for Naming Opportunity

Internal Approval/Routing Form

Shannon Pote
Director of Donor Engagement

Date

Ian Webster
Director of Advancement Services

Date

Randall Gentzler
Vice President for Finance and Administration, Treasurer

Date

Amanda Thomas
Vice President for Academic Affairs

Date

Mark Lindenmeyer
Assistant Vice President for Enrollment Management/Financial Aid

Date

Helen Schneider
Associate Vice President, Facilities and Campus Services

Date

The Rev. Brian F. Linnane, S.J.
President

Date