

HOWARD UNIVERSITY POLICY

Policy Number: 800-001 External Relations and Fundraising
Policy Title: GIFT ACCEPTANCE AND ADMINISTRATION POLICY
Responsible Officer: Senior Vice President for Development and Alumni Relations
Responsible Offices: Office of Vice President for Development and Alumni Relations
Office of General Counsel
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I. POLICY STATEMENT

The purpose of the Gift Acceptance and Administration Policy is to provide a set of standards by which gifts are solicited, reviewed, accepted, recognized, and administered by Howard University (“the University”). Policy updates will ensure that the University is acting in accordance with fundraising industry standards, the Internal Revenue Service (IRS) Code, the Council for Advancement and Support of Education (CASE) *Global Reporting Standards*, and pertinent laws and regulations. This policy does not govern the acceptance and administration of grants managed by the Office of Research Administration Services (RAS).

II. RATIONALE

The work of Howard University is made possible by philanthropic and other generous financial investments in its mission. Gifts to the University ensure continuing support for a range of University activities, including but not limited to, scholarships, research, the construction and renovation of buildings, and day-to-day operations. This policy strives to ensure that gifts are solicited, reviewed, accepted, recognized, and administered in a manner that protects the interests of both the University and its donors.

III. ENTITIES AFFECTED BY THIS POLICY

This is a University-wide policy applicable to all fundraising staff and gift agents. For the purposes of this policy, a gift agent means any person or entity involved in soliciting, negotiating, accepting, or processing a gift to the University. For example, a gift agent may include, but is not limited to, any officer or employee of the University, student organizations (including fraternities and sororities), alumni organizations, alumni, students, parents, friends, and volunteers, and is relevant to any officer or employee of the Howard University Hospital (HUH) as long as HUH is owned by the University.

IV. ROLES AND RESPONSIBILITIES

A. Division of Development and Alumni Relations

The Division of Development and Alumni Relations (“DAR”) is responsible for fostering a culture of philanthropy and with facilitating, overseeing, and managing fundraising efforts for the University. The Board of Trustees, through its Development and Alumni Relations Committee, sets the standards for fundraising activities with the expectation that all University fundraising activities are to be planned, executed, and managed in coordination with DAR.

Additionally, all donor records and documentation are to be centralized within DAR’s offices to ensure that University correspondences, gift records, and other data related to gifts, donors, and prospective donors are maintained in accordance with fundraising industry standards. These responsibilities and activities shall not be duplicated elsewhere within the University.

The DAR Senior Vice President is responsible for executing Board policies and for ensuring that fundraising activities and affairs comply with all pertinent legal standards and will consult with the Office of General Counsel as necessary regarding legal review.

Additionally, it is the role of development staff to craft and maintain operational procedures that demonstrate this policy in practice. Administrative procedures will be documented and reviewed regularly.

B. The Gift Acceptance Committee

The University's Gift Acceptance Committee (GAC) shall review gifts that may contain complex restrictions or complicated transactions and evaluate the usefulness of the gift in light of the University's needs and mission. The GAC is chaired by the DAR Senior Vice President, who determines which gifts warrant GAC review and the committee's composition in each case. GAC members may include University trustees, cabinet members, and employees whose expertise will assist in evaluating complex gifts, *e.g.*, deans, department chairs, and the manager of the campus masterplan.

C. The Office of General Counsel

The University's Office of General Counsel (OGC) provides Howard University and the Division of Development and Alumni Relations with legal counsel. When necessary, counsel may include but is not limited to gift agreement review, complex asset transactions, intellectual property advice and assistance, and other oversight and preventative measures deemed worthy by the Senior Vice President of Development and Alumni Relations and/or Gift Acceptance Committee.

The OGC, in collaboration with DAR, establishes standardized gift agreement templates that support the University's fundraising activities.

V. DEFINITIONS

For the purposes of this Policy, the following terms shall have corresponding definitions.

Account Establishment Form: the University's administrative document that outlines how a gift account is to be used, who is authorized to draw from the account, and reporting requirements.

Bequest: a gift made through a written statement in a will directing that a specific asset, a percentage, or remainder of the estate, will be transferred to the University at the donor's death.

Closely Held Securities: non-publicly traded assets.

Current Use Fund: financial support delineated by the donor for a specific purpose, objective, school, and/or program that the University can award upon receipt, provided the fund reaches its threshold minimum for establishment.

Cy Pres: a legal term which means "as close as possible." *Cy Pres* language in a gift agreement permits the University to alter the use of the gift – as closely as possible to the donor's intent – if the original purpose of the gift becomes impractical or impossible to carry out.

DAR: abbreviation for the University's Division of Development and Alumni Relations.

Donor: an individual, entity, estate, trust, or organization that gives a gift without expectation of receiving anything in return.

Endowed Fund: (in this context also known as a *true* or *permanent endowment*) funds donated to and for the continuing benefit of Howard University. Donors may make the donation with the expectation that the principle will exist in perpetuity to the extent practical. Income accrued on the account is disbursed pursuant to the University's spending guidelines as adjusted by the Board of Trustees.

Fair Market Value: the amount for which an item or property can be sold in the marketplace.

Fellowship: a monetary award paid to an individual for study or research in a specific field, usually at the graduate or post-graduate level without the requirement of providing services in return for such monetary award.

Fundraising Event: an event conducted for the sole or primary purpose of soliciting donations for the University, or any University unit, school, department, or program. Fundraising events may be sponsored by the University or a third-party. Third-parties include, but are not limited to, alumni, businesses, organizations, parents, and friends. Regardless of the sponsor, all fundraising events must be coordinated with and approved by DAR.

General Accepted Accounting Principles (GAAP): a common set of accounting rules, standards, and procedures issued by the Financial Accounting Standards Board (FASB). The University's Controller, or a designated member of that team, uses these principles in its determination of charitable gifts, sponsored research and contracts, and is the exclusive arbiter of how revenue is classified.

Gift: a voluntary transfer to, and acceptance by Howard, of cash or cash equivalent, securities, real property, or personal property of value from a donor to the University without the expectation of receiving anything in return. The contribution is a nonreciprocal transfer of assets by the donor to the University.

Gift-in-kind (In-kind Gift): any non-cash donations of materials or long-term asset. Gifts-in-kind might include such items as artwork, equipment, printed materials, food, or other items.

Gift Account: (also known as a *gift fund*) the University's administrative designation for a gift, pledge, or group of gifts and pledges allocated for a specific purpose as outlined in the "Account Establishment Form."

Gift Agent: any person or entity involved in soliciting, negotiating, accepting, or processing a gift on behalf of the University and who in adherence to this policy proceeds in such activities upon the approval and in alignment with the leadership of DAR.

Gift Agreement: the written, signed agreement between the University and donor(s), which sets forth the purpose of gifts, the terms and use of gifts, and the payment schedule (if any).

Gift Fund: *see* definition of **Gift Account**.

Grant: transfer of money or property in exchange for specified services or activities (*e.g.*, research, studies, or development projects). Grants generally have reporting requirements for recipients and *may* come from a governmental or quasi-governmental entity, nonprofit organizations, foundations, the private-sector, and/or individuals. Grants are managed by the Office of Research Administration Services (RAS) and are not governed by this Policy.

Letter of Intent: document memorializing the intent to provide or recommend the University for philanthropic support.

Marketable Securities: (also known as *publicly traded securities*) financial instruments that represent an ownership interest in a corporation (stock), a creditor relationship with a governmental body or a corporation (bond), or rights to ownership as represented by an option. Securities may be publicly traded (marketable) or privately held, non-publicly traded assets.

Memorandum of Understanding (MOU): a binding, written statement detailing the understanding between the parties with respect to a gift.

Morals Clause: a contractual provision that gives the University the ability to sever the terms of a gift agreement.

Multi-year Gifts and Pledges: (also known as *gift commitments*) gifts and pledges that are paid over a set period of time, generally not to exceed five years.

Non-Cash Asset: An item of appreciating value that may be assigned a fair market value at the time of a donor's gift. Examples of non-cash assets include investments, real estate, art, other valuable personal property, and life insurance policies to which the University has been named a beneficiary.

Planned Gift: donations that are arranged during the donor's lifetime and transferred to the University at a future date, usually after the donor's death. Examples of planned gifts include naming the University as a beneficiary of a will, trust, and/or insurance policy.

Pledge: (also known as a *gift commitment*) written, signed, and dated promises to make a gift at some future date. Only the entity exercising legal control over the assets to be donated may make a pledge to the University.

Publicly Traded Securities: *see* definition of **Marketable Securities**.

Quasi-endowment: (also known as *board restricted*) funds functioning as an endowment in that the principal is to be retained and invested. However, the entire principal and income may be spent at any time at the discretion of the Board and the restriction may be removed by board action.

Quid Pro Quo Gifts: (also known as *tangible benefit*) when a donor contributes a gift to the University expecting to receive something in return (known as a premium), which may affect the tax deductibility of the donor's gift. For example, at a fundraiser dinner, a portion of the donation may be applied to the fair market cost of the dinner; the balance may be recorded by the University as a gift.

Receipt: A written acknowledgement that the University received a gift from a donor. Receipts must indicate the date, amount of the gift, and whether anything of value was received in return for the gift and may be sent to the donor electronically or by mail. In accordance with federal tax guidelines, in cases where a gift passes through several entities and/or individuals before arriving at the University, only the last entity or individual through whom the gift passed will be recorded as the donor of the gift and receive a receipt.

Restricted Fund/Gift: (also known as *designated gifts*) A donation targeted by the donor for a specific purpose, objective, unit and/or program.

Scholarship: financial support that does not need to be repaid by the recipient which is not earmarked for any specific student or group of students and does not require the provision of services in return for such financial support.

Third-party: any person, entity, or organization other than the University.

Term Endowment: An endowment created for a set period of years or until a future event (such as the death of the donor) is known as a term endowment. After the term runs out or the event takes place, the principal may be expended.

Trusts: arrangements whereby property (*e.g.*, real, personal, tangible and/or intangible) is transferred by one party to be held by another party (the trustee) for the benefit of a third party (the beneficiary).

Unrestricted Fund/Gift: A gift is considered unrestricted if the donor does not specify how the funds are to be used and the University is allowed to choose the area of greatest need. All gifts shall be classified as unrestricted unless the donor has specified one or more restrictions on the use of the gift in writing.

Valuation (of a Gift): an assignment of actual financial value to a gift that has been delivered to the University for counting and donor crediting purposes.

Valuation Minimum (of a Naming Opportunity): the institution's assessment of the dollar value of a gift opportunity to the University, most often a naming opportunity for a physical space, academic position, or program. Value may be determined by any number of methods and may reflect subjective values based on non-financial considerations.

VI. GENERAL PRINCIPLES

Gift solicitation, acceptance, administration, and recognition of private gifts and gift commitments (pledges), including support from individuals, estates, trusts, corporations, foundations, associations, and other organizations is subject to the bylaws of the Howard University Board of Trustees (“The Board”).

This authority applies without qualification to schools, colleges, units, and to all members of the University community who might solicit or receive gifts (“gift agents”).

The University endorses four principles that inform its gift acceptance and administration policies. These considerations guide efforts to request and accept gifts, to agree to gift terms, to recognize donors, and to manage gift funds.

Maintaining Academic Freedom

The freedom of inquiry by students and faculty members is essential. As such, gifts must be consistent with the longstanding tradition of academic freedom and be made to forward the development of leaders who drive change, engage in scholarship, and solve problems across different fields of inquiry and from different points of view.

Upholding Core Values

A gift should reflect the University’s core values – excellence, leadership, service, and truth. These values provide guidance on the ways in which philanthropic gifts are considered, accepted, approved and when necessary, terminated, by final decision makers.

Ensuring Institutional Autonomy

While donors may be recognized, the University maintains control and flexibility regarding the use and administration of gift funds; a gift does not confer to the donor the right to determine the purpose or use of named spaces, influence curriculum, admissions, appointments, and/or research outcomes.

Aligning Gifts with Institutional Priorities

The University seeks philanthropic gifts that align with institutional priorities and needs. Elements of the physical campus and/or academic endeavors may offer opportunities for support. When minimum gift thresholds are met, the University may confer to the donor naming rights.

1. *Physical elements* of the campus include (but are not limited to) buildings and interior/exterior spaces, including major facilities and campus grounds.
2. *Academic endeavors* include divisions, programs, institutes, centers, academic positions, discretionary funds, scholarships, fellowships, and other gift funds.

VII. GIFT SOLICITATION

A. Authorization

Development and Alumni Relations is responsible for engaging donors and prospects in the mission of the University. DAR is exclusively authorized to approve and manage activities related to the solicitation of philanthropic support.

The Board of Trustees delegates signing authority under separate University policy or action. Accordingly, only authorized individuals may sign gift agreements on behalf of Howard University.

Only DAR is authorized to administer and manage gift records, customer service software, and other data related to gifts, donors, and prospective donors. Requests for information related to donors and prospective donors must be channeled through DAR.

B. Restrictions and Ethical Considerations

University staff, faculty, and administrators are responsible for knowing and adhering to restrictions on gift solicitations and acceptances. All gift and fundraising activities benefitting the University must be coordinated with and approved by the Office of the Senior Vice President of DAR, and gift agents may not bypass DAR under any circumstances.

All gift agents must notify DAR of any potential gifts at the time of identification and cultivation of prospective donors, i.e., prior to the negotiation stage and before a solicitation occurs or the gift is delivered to the University.

DAR is responsible for vetting fundraising initiatives to ensure that fundraising efforts are coordinated and comply with all applicable legal standards and will consult with the Office of General Counsel as necessary regarding legal review. Moreover, all gift agents are to consider issues related to perceived conflicts and ethical considerations.

Howard faculty and staff may provide philanthropic support to the University and designate their gift for general or specific purposes that are consistent with institutional priorities; however, any tangible benefit to such individuals reduces the value of their charitable gift. Similarly, DAR staff and all gift agents shall receive no form of commission nor incremental financial gain in any gift arrangement.

As representatives of the University, no gift agent may offer legal or financial advice when in discussion with donors.

VIII. GIFT OPPORTUNITIES

A. Establishing Priorities

Gift opportunities exist to support the University's educational and scholarly pursuits, and for purposes that align with institutional priorities as determined by the President, Provost, and University Cabinet in coordination with DAR.

The University seeks gifts that offset costs considered part of the annual operating budget, such as unrestricted gifts, along with gifts that establish scholarships, endowed academic positions, and provide research support.

As new opportunities arise, the University may seek gifts for priority initiatives and facility projects that have been approved by the President and when necessary, the Board.

B. Valuation of Gift Opportunities

While the valuation of gift opportunities between schools and colleges may vary, the University endorses a formal process for assigning a financial value to gift opportunities across campus.

Fundraising staff may present to the Development and Alumni Relations Committee valuations for consideration so that, to the extent possible, pre-determined minimum valuation thresholds are approved prior to external conversations with potential donor(s).

The University may set, and regularly review, such gift thresholds taking into consideration Howard's needs, donors, and alumni expectations as well as market forces, including the likelihood of potential donor(s). The University endorses valuation minimums to help establish consistency and to enable fundraising staff to be responsive to various donor scenarios.

For physical assets, valuations may be reasonably related to the size of the facility, its location, visibility, construction costs and other factors.

For academic endeavors, the valuation may be reasonably related to the visibility of the initiative or position, programming expenses, and other factors, as determined by University leadership.

Valuation minimums ensure that the physical campus can be built, operated, maintained, and renewed. Gift minimums also sustain teaching, research, and scholarship priorities, and ensure that donors provide sufficient funds to honor their intentions as expressed in the terms of their gift agreements with the University.

C. Gift Funds

The University seeks to maximize investment in existing gift accounts and, as necessary, creates new funds to align with donor intent. The University sets minimum levels to establish gift funds. Periodically, the Development and Alumni Relations Committee may be presented with recommendations for minimum funding thresholds to establish new gift funds.

With current use funds, distributions begin once charitable contributions reach the required fund establishment minimum.

For all endowed funds, the minimum amount must be reached through actual gifts received rather than capitalized income before distributions may be authorized. The University may establish true, term and quasi-endowment funds.

IX. GIFT ACCEPTANCE

A. Conditions for Accepting or Rejecting a Gift

The University seeks gifts that are voluntary transfers of cash or cash equivalent, securities, real property, or personal property of value from a donor to the University without the expectation of receiving anything in return.

As such, once the University accepts a gift, the University is never obliged to return it.

The University focuses on seeking gifts that can immediately be utilized for institutional purposes and that are consistent with its mission.

In most circumstances, the University will decline or return:

1. Gifts with restrictions that permit the donor to exert control over institutional decisions;
2. Gifts that contravene University policies;
3. Gifts that allow the donor to direct or dictate how funds will be invested;
4. Gifts in cases in which a donor cannot be identified;
5. Gifts that could injure the University's reputation or cause it to enter into activities that are in conflict with its mission;
6. Gifts of non-cash assets in which the costs or time involved with liquidation make it undesirable; and
7. Gifts that are determined to not be in the best interests of the University, as determined upon its discretion.

Accepting a donor's gift does not imply University endorsement or approval of their views and activities.

B. Anonymous Gifts

The University does not accept completely anonymous gifts, nor gifts that it would not publicly accept. However, the University understands and respects the preference of donors who wish to remain anonymous. When donors request anonymity, the identity of the donor(s) must still be known by the President and the DAR Senior Vice President, who shall endeavor to maintain the donor's anonymity (except upon request of the Board of Trustees, as required by law, or by staff determined to have a need to know). Anonymous gifts will be processed according to standard administrative practices.

C. Gift Valuation

The University receives cash and cash equivalents at face value; the Office of Advancement Services records, receipts, and acknowledges them as such, net any foreign exchange gains, losses, or fees.

Marketable securities, which are likely to be sold immediately, are assigned a value corresponding to the gift date, which may be based upon the method of delivery to the University. Some securities may be held by the University, if it is deemed in its best interest to do so.

All non-cash assets are assigned a fair market value; the University follows IRS guidelines when requiring donors to provide an authorized appraisal to receive a gift receipt for a charitable donation.

D. Accepted Gifts

The University accepts unrestricted gifts, restricted gifts, multi-year gifts and gift commitments (pledges). In most cases, the University expects the pledge payment schedule to be fulfilled

within five years. Exceptions to this schedule may be authorized by the DAR Senior Vice President and the President, as necessary, and in keeping with generally accepted accounting principles for unconditional “promises to give.”

The University has charged DAR with seeking approvals from the GAC and/or appropriate Board committees for complex gifts, gifts of non-cash and closely held assets, which in certain instances may require Board approval for acceptance and signature by the President.

Generally, the University sells non-cash gifts as soon as possible after receiving them and spends or invests the proceeds in adherence to the donor(s) wishes as laid out in a gift agreement between the donor and the University. In some cases, the University may choose to hold or retain the assets.

E. Unaccepted Gifts

The University will not accept gifts in which the clear title of the donated assets is not transferred directly to the University nor gifts that are deemed too complex to be properly administered.

The University may choose to decline gifts for purposes peripheral to existing programs and gifts that require resources needed for other institutional priorities.

X. GIFT ADMINISTRATION

A. Gift Acknowledgement

The University will issue gift receipts for contributions that meet the requirements of the IRS for deductible, charitable donations. The University will not issue gift receipts for transfers of funds or property that are considered by the IRS as a private benefit or as personal income. Within DAR, the Office of Donor Relations and Stewardship issues all gift receipts on behalf of the University.

B. Gift Fund Administration and Reporting

The University controls the investment of endowed funds and makes distributions for spending in accordance with its investment policies. Within DAR, the Office of Advancement Services counts gifts, credits donors, and informs annual and fundraising campaign reporting.

XI. GIFT AGREEMENTS

A. Due Diligence

The University anticipates a process of due diligence prior to the drafting of a gift agreement between the donor(s) and the University and requires a gift agreement for all gifts with donor restrictions and gift commitments (pledges).

The University strongly prefers gift agreements to be based upon approved and vetted templates. The Senior Vice President for DAR, in collaboration with the Office of the General Counsel, is responsible for initiating the annual review of current gift agreement templates.

In rare circumstances, when the DAR Senior Vice President must approve for signature donor-initiated gift agreements, such agreements may require additional legal review to evaluate their terms.

B. Required Language

Donations that name elements of the physical campus, academic endeavor, or create a fund for a particular purpose require a written gift agreement between the donor(s) and the University.

In the case of all gift agreements, it is required to include:

1. *Cy pres* language, permitting the University to activate received funds if doing so is determined to be in its best interests or if a donor-restricted fund does not meet the fund establishment minimum in the period laid out in the gift terms. In such instances, every effort will be made to permit the donor to fulfil their initial commitment and/or merge funds to align with donor intent.
2. A *morals clause*, outlining the University's expectations of donor behavior and enabling Howard, after careful consideration, to determine that public donor recognition may not be in the best interests of the University.

In the case of all gift agreements, it is appropriate to include clauses pertaining to:

3. Expectations to inform the donor of the outcome of a selection or appointment; and
4. A schedule of anticipated reporting on the impact and outcomes of the donor's gift.

C. Additional Considerations

Gift agreements are subject to review by the President and Executive Committee subject to thresholds established by the Board of Trustees, who may recommend to the President that the agreement be signed on behalf of the University.

Gift agreements that result in the establishment of a named faculty position may reiterate that the search, selection, and appointment of an incumbent are the exclusive domain of the University in keeping with its faculty handbook and guidelines for faculty appointments, terms, and evaluations.

Gift agreements that establish scholarships, fellowships and other types of student aid are to be awarded in a manner that is consistent with the University's policies and procedures for admitting students and awarding student aid as well as IRS rules and restrictions.

XII. GIFTS WITH NAMING RIGHTS

Names given to physical spaces and academic endeavors reflect the rich history of Howard University and highlight the individuals and institutions whose accomplishments or generosity advance its mission.

A. Honorific Names

The Board reserves the right to confer new honorific names.

The University may confer honorific naming rights to commemorate Howard history and traditions and to bring distinction to those whose exceptional contributions shape the University.

The University may offer donors naming opportunities in accordance with philanthropy that supports the element being named and/or provides long-term, significant support to Howard.

B. Name Selection

When evaluating the appropriateness of a naming opportunity, the University provides the following guidelines for discussions with prospective donors.

The University will consider appropriate names that uphold its mission, reputation, and values. In principle, the Board endorses retaining the names of spaces significant to the history of the institution and will approve modifications that do not diminish the importance of these names.

Donor-initiated names may be reviewed by the President, under the coordination of the DAR Senior Vice President, before being presented to the Board for approval.

The University reserves the right to not approve naming selections, and some names may not be used, including those of governments, sitting heads of state, and current University staff and faculty members. Certain types of naming recognition, such as corporate recognition, may be subject to administrative restrictions.

C. Duration of Naming Rights

The duration of the naming opportunity will be laid out in the gift agreement.

In principle, the Board endorses the concept of establishing a set term for the recognition of naming rights, especially when funding is time-bound in its applicability. The Board reserves the right to confer naming rights in perpetuity to recognize a transformational gift.

The Board endorses reasonable limitations on corporate naming of prominent campus features and academic initiatives; such limitations and guidelines will be laid out in the gift agreement.

D. Naming Elements of the Physical Campus

The Board reserves the right to approve names for elements of the physical campus owned by or donated to the University. In certain circumstances, the Board may choose to retain this authority or choose to delegate select approvals to the President and other University officers.

For a new, renovated, or existing building, a naming gift should provide a substantial portion of funds needed to complete a facility project. The minimum gift threshold will be high enough to provide confidence that overall philanthropic goals may be met.

For an existing building or space, a naming gift should have material impact on the academic program supported by the building or space.

E. Naming Schools and Colleges

The Board approves the naming of all Schools and Colleges.

The Board may confer an honorific name to a School or College.

Individual donor(s) providing transformative support to a School or College may be considered for recognition. The definition of a transformative gift will differ across campus as may the priorities and intended purposes of each gift. In all circumstances, however, the present value of the gift should be large enough to provide financial stability to the School or College at levels yielding significant relief to current operating expenses.

F. Naming Elements of the Academic Enterprise

Recommendations to add a donor name to non-physical assets such as an existing Center, Institute, academic program, or similar entity, or to establish a new one, must have the endorsement of the appropriate dean, Provost, and the President, then seek Board approval.

Naming such entities may be accomplished either by endowment or expendable, current-use gifts. Current-use gifts are appropriate for entities that will exist for a distinct period; the naming will terminate when the gift no longer provides funding.

When created through an endowment gift, the income provided should be sufficient to fund annual operating support such that faculty and staff, programs, and activities are sustained at an appropriate level. If funding is accomplished through an endowment gift, the Board may choose to confer naming recognition that lasts in perpetuity.

Donors may establish a named gift fund to support academic positions, student scholarships and fellowships provided gift fund minimums are met and all University policies are upheld.

G. Substantial Changes

If certain changes are made to a named building, facility, interior/exterior space, or academic endeavor, the Board reserves the right to alter the existing name in accordance with the gift agreement and the procedures set forth in the University bylaws.

In such instances, outreach to existing donor(s) and/or their descendants will be made to propose a new or renewed naming opportunity for the physical space or other appropriate alternative.

H. Revocation of a Naming

The University may revoke donor recognition if the terms of a documented gift agreement are breached. Incidents that trigger such consideration are both administrative and reputational, including:

1. If a pledge obligation is unfulfilled and/or written off.
2. The donor(s) request the removal.
3. The name will bring discredit to the University or distract from its mission.

If after careful consideration, the University determines that public recognition is not in the best interests of the University, the University may end such recognition. In such instances, the University will be without any obligation to return to donors any portion of a fulfilled gift or gift pledge.

XIII. EXCEPTIONS

These guidelines are not intended to cover every possible situation that may arise regarding philanthropic support for the University. Exceptional circumstances, periodic review, and amendments to these guidelines are delegated to the DAR Senior Vice President to determine the best course of appropriate action. Final approval of amendments to these guidelines shall be obtained in accordance with the University's *Policy on Policies*.

XIV. INTERIM POLICIES

There are no interim policies. This policy supersedes all previous gift acceptance and administration policies.

XV. SANCTIONS

Nothing in this policy shall be construed in a manner to limit the engagement of every member of the University community from actively supporting philanthropy in support of the University's mission. Failure of any gift agent (as defined herein) to act in accordance with the intent and spirit of this policy, as determined by the Office of the Senior Vice President for Development and Alumni Relations, may result in disciplinary actions in accordance with the University's progressive disciplinary processes.

XVI. RESOURCES

Related Howard University Policies

Policy 300-005 [Contract Signing Authority Level and Administrative Requirements](#)

Policy 800-002 [Political Activity Guide to All Key Stakeholders](#)

Policy 100-006 [Intellectual Property Policy](#)

Howard University [Faculty Handbook](#), Approved June 7, 2019

Addendum: Gift Fund Minimums, June 9, 2023