

UNITARIAN UNIVERSALIST CHURCH OF THE DESERT
NAMING POLICY

POLICY STATEMENT AND PURPOSE:

Naming opportunities exist to recognize the dedication, accomplishment or generosity of extraordinary individuals and entities whose support is valuable to the mission of the Unitarian Universalist Church of the Desert (hereinafter referred to as UUCOD). This policy will guide the church Board of Directors, church minister, and others, in establishing consistent definitions, minimum standards, and general procedures to both donors and church personnel with regards to discussing the naming opportunities of all facilities of UUCOD.

OVERVIEW:

Buildings, facilities and programs at UUCOD may be named for individuals, corporations, organizations or other entities, based on two broad sets of criteria: first, to honor those who have made substantial monetary contributions to the Center, and second, to honor those who are considered to have had a significant positive impact on UUCOD and who have embodied the principles of Unitarian Universalism.

UUCOD will consider requests for donor and non-donor naming opportunities for church facilities. These opportunities may honor individuals (living or deceased), when such will further the mission and values of UUCOD. In such cases where a person is being honored, he or she should be an individual who, in the judgment of UUCOD, exhibits exceptional personal accomplishments or character.

DEFINITIONS:

1. Gift. A “gift” is a voluntary, philanthropic transfer of assets received from an individual, a corporation, a foundation or other organization. A gift may be made through a number of vehicles, including, but limited to cash, stock, estates, trusts, in-kind and real estate. Any gift is also subject to the UUCOD Gift Acceptance Policy in place at the time of the gift.
2. Naming. The term “naming” in this policy refers to the conferral of an individual’s or organization’s name to a building, room, program, other facility, or another initiative or property to honor the philanthropic support and/or distinguished contributions of the individual or organization.

3. Facility and Facilities. The terms “facility” and “facilities” refer to any UUCOD building, structure, room, plaza, open space, landscaped area, or other physical improvements or natural features of the church or other property under administrative control of UUCOD.

APPROVAL:

Within the categories as defined above, the decision as to the naming of UUCOD owned buildings, facilities, and programs, rests solely with the Board of Directors of UUCOD, who will make their decision after consulting with the church Minister and other individuals as necessary. No commitment for naming may be made prior to the Board of Directors’ approval of the proposed name.

GIFT AGREEMENT:

The execution of a Gift Agreement is a required condition when naming is involved with the recognition of both a monetary gift and also when naming is involved in recognition of honorific and non-monetary contributions. The Gift Agreement will detail all provisions and conditions regarding the gift and detail the conditions and understandings involved with the naming recognition to be bestowed.

This Naming Policy is to be incorporated by reference in all Gifts Agreements between UUCOD and donor(s) involving the naming of UUCOD owned buildings, facilities, and programs.

NAMING CRITERIA:

1. **Gift/Donor Considerations (naming to recognize financial support):** Naming recognition for financial support proposals should be consistent with UUCOD policies and values and will reflect not only the donors appropriate financial support, but also the donor’s commitment to the mission, vision and objectives of UUCOD and Unitarian Universalism. Gift related naming of buildings or facilities requires a donation which makes a significant contribution to the cost of the building or facility.
2. **Non-Gift/Non-Donor Considerations (Honorific naming for other than financial reasons):** Naming a building, facility or program for exceptional non-monetary contributions to UUCOD should be done only if the name being recognized will bring honor to the church. Additionally, this act of goodwill and thoughtfulness should have the potential to draw additional financial resources, and to provide value and additional promise to UUCOD. The criteria for naming a facility or

program to honor or recognize an individual who has not made a significant financial contribution include the following:

- a. Outstanding service to, or on behalf of, UUCOD.
- b. Substantial contribution to the body of knowledge of Unitarian Universalism.
- c. To memorialize one or more individuals whose deaths have significantly impacted UUCOD.

GUIDELINES—PROPOSAL SUBMISSION AND SELECTION:

1. No commitment regarding naming shall be made to a donor or a non-donor honoree prior to approval of the proposal for naming.
2. Proposals for approval of any naming recognition may be submitted to the Board of Directors for consideration by any member of UUCOD. The proposal should include the reasons for nominating an individual, corporation or foundation for naming recognition and further detail for meeting the naming criteria.
3. The Board of Directors in its consideration of a naming proposal will ask the appropriate member of the church Personnel Committee to conduct a background check on the nominee.
4. Each proposal for naming shall be considered on its merits and not because a gift meets a particular predetermined goal. In this regard, all due attention shall be given to both the long-term and short-term appropriateness of a naming.
5. To avoid any appearance of commercial influence or conflict of interest or incompatibility with the principles of UUCOD and Unitarian Universalism, additional due diligence should be taken before recommending the naming of a building or major program that involves the name of a corporation or a corporate foundation.
6. A naming conferred in recognition of a pledge is contingent on fulfillment of that pledge and will be approved on that condition.
7. Permission from the honoree (if living) to use their name in any naming recognition capacity is to be obtained and be part of the written Gift Agreement.

REMOVAL OF NAMES:

1. The decision as to the removal of a name bestowed on a UUCOD building, facility, or program, also rests solely with the UUCOD Board of Directors.
2. When a building or other facility ceases to exist, UUCOD will make every effort to continue to commemorate (or memorialize) benefactor recognition in an appropriate way; however, UUCOD will not usually transfer a name to another facility.

