

Recognition of donors is essential to the success of Rochester Regional Health Foundations' efforts. It allows the opportunity to appropriately pay tribute to individuals, companies, community organizations and foundations for significant donations as well as to inform the public of a donor's special relationship to our organization.

Donor Naming Opportunities are defined as the naming of a physical space, a fund, a program, or a position (e.g. a chair, chief, or other staff member.)

Donor Recognition includes, but is not limited to, plaques, pin lettering, framed portraits, donor walls, printed and electronic materials, press releases, media coverage and special events.

Note: Naming and recognition in place prior to this policy's approval date will be considered "grandfathered in" though modifications of preexisting physical recognition may be addressed, on a case-by-case basis, to create continuity of donor recognition efforts throughout Rochester Regional Health facilities.

I. General Guidelines

Donor naming and recognition at Rochester Regional Health will adhere to the following guidelines:

1. Responsibility for recognition
 - a. Naming recognition efforts at Rochester Regional Health properties are the responsibility of the Rochester Regional Health Foundations Office.
 - b. The Foundations Office leads the identification of naming and recognition opportunities throughout the System.
 - c. Gift level requirements for naming and recognition opportunities are based on magnitude of purpose, size of space, visibility and public usage, and "philanthropic market value" as determined by the Foundations and the Foundation Board of Directors.
2. Ownership
 - a. All named rooms, funds, programs, positions, buildings or areas (such as a patient unit) remain the property of Rochester Regional Health and, as such, Rochester Regional Health will dictate use.
 - b. The naming of physical space does not represent and should not imply any ownership, but rather provide an opportunity to publicly recognize the generosity of donors.
3. Eligible gifts
 - a. Recognition associated with each naming opportunity will be commensurate with the level of the donor gift (see RRHF Signage Matrix), while taking into account the size, location, and aesthetics of the facility or physical space being named.
 - To name a facility or space, gifts should be in the form of cash or a pledge of no more than five years. Longer payment schedules may be approved by the President of the Foundation in certain cases.
 - Revocable planned gift commitments are not considered toward naming opportunities. Exceptions, based on mitigating circumstances, must be approved by the President of the Foundation, System Chief Executive Officer, System Chief Administrative Officer, or System Board Chair.

- Naming Convention: when recognizing a naming gift, the donor's name always precedes the name of the facility, fund or program (e.g. "John Smith Surgical Building" or "John Smith Neurological Fund").
 - b. Gifts made for programs or other non-capital needs may be recognized with a named space at the discretion of the Foundations President.
 - c. The naming of an Endowment assures the donor perpetuity of named recognition and, as such, is not also eligible for another naming such as a room or position.
 - d. Event sponsorships are not eligible for additional naming opportunities (physical spaces or programs), because benefits are provided in return for their support.
4. Gift agreements. Naming opportunities are activated and recognition created only after a gift agreement is signed by the donor and the Foundations President. Specific recognition or naming should be noted in the gift agreement.
 5. Dedications/Ceremonies. Ribbon-cuttings, grand opening ceremonies, and dedications are reserved for naming opportunities in recognition of gifts at a certain level, generally \$250,000 or greater. Exceptions for appropriate dedication ceremonies may be planned upon approval of the President of the Foundation, System Chief Executive Officer, System Chief Administrative Officer, or Foundation Board Chair.
 6. Equipment or furnishings. Donors who wish to purchase equipment, furnishings or supplies for a particular location or program will be advised to make a restricted contribution for such purposes, if the intended gift will meet the needs of the program/location. Plaques are not used to recognize donated equipment or other items. Providing funds for furnishings or supplies of a room does not warrant permanent recognition in the form of a named room or space.
 7. Renaming or Revoking Recognition. The Foundation is committed to donor recognition, however, no guarantees are made that particular named space will remain in perpetuity.
 - a. Naming of a building for a donor is confirmed for a minimum of 20 years unless otherwise stated in the Donor's signed gift agreement with the Foundation. If a building is no longer used by Rochester Regional Health for an approved use before this term expires, the Foundation will work with the donor family to determine a next appropriate place to recognize the gift for the balance of that term.
 - b. Naming of interior space and all other recognition will be confirmed for a minimum of 10 years unless otherwise stated in the Donor's signed gift agreement with the Foundation.
 - c. In the event that a named space shall cease to exist, has its purpose changed from what is stated in the gift agreement, is renovated or relocated prior to the confirmed term, the Foundation will honor its recognition commitment by dedicating comparable space to the greatest extent practicable in terms of magnitude of purpose, square footage and visibility, and will inform the donor or his/her family members in advance of installing new recognition signage.
 - d. Donors after whom spaces or programs are named should be known to the community to demonstrate personal integrity. If a donor is later found to have violated that standard, their name may be removed from recognition. In such a case, Rochester Regional Health Foundations is under no obligation to return any financial contributions.
 - e. The Foundations Office reserves the right to amend or remove donor recognition under certain circumstances, and removal will be subject to approval by the Rochester Regional Health Foundations Board.

8. Unfulfilled Pledges. The Foundation reserves the right to remove recognition and signage if a donor's pledge is not paid by the date specified in the pledge agreement. In the case of a partially paid pledge, the Foundation may offer an alternative naming opportunity based on the amount of the gifts received.

II. Signage Guidelines

1. Directional vs. Destination Signage. In most all cases, donor names do not appear on *directional* signage unless a building has been named or the name is integral to way-finding for visitors. Example: Emergency Room, Oncology Unit. Directional signage is determined by the Facility Planning and Construction Department. *Destination* signage includes the full recognition name. Example: Golisano Emergency Department or Lipson Cancer Institute. Named areas will generally not be referenced by donor name in the Hospital vernacular. The Foundation will refer to named spaces by donor name in its printed materials.
2. Design and Placement Standards. For donor recognition signage, the use of colors and design elements should be consistent with Rochester Regional Health standards as well as the environment and architectural integrity of the designated space. Named spaces within all properties are recognized by plaques and/or lettering that are standard in size, design and placement, and in consultation with the Vice President of Construction and Real Estate.
3. Tributes. To maintain respect for current patient-families, when a naming opportunity is the result of a memorial gift, the words "in honor," or "in tribute," are preferred instead of "in memory."

III. Process Guidelines

The Foundation is responsible for the following as it relates to naming/donor recognition:

1. Approval of Namings. Naming rights require the approval of the Foundations President and the System Chief Administrative Officer.
2. Communications. A member of Foundation staff will notify the project manager of the Facilities Department and the appropriate unit or program leadership when a naming is proposed and will continue communications until the recognition signage is finalized. Once signage is installed, the donor will be notified by the assigned gift officer.
3. Gift Agreements. Naming opportunities and recognition expectations are specifically and fully explained in the gift agreement. Agreements for gifts that include naming opportunities will be reviewed by the Senior Executive Director of Donor Engagement prior to final review and signature by donor to ensure the agreement is aligned with this policy.
4. Recognition wording. Once an agreement is signed, the Foundation will work with the donor to establish appropriate wording and secure approval from the donor. The Foundation will also arrange for fabrication and installation of the recognition signage. A description of the recognition will be added to the donor's file and to Raiser's Edge.