

# University of Mary Washington

## **Donor Recognition Policy** **for University Programs and Campus Facilities**

### **I. Inventory of Naming Opportunities**

Colleges and universities have long offered “naming opportunities” to their constituents as an integral part of their recognition and fund-raising programs. If the appropriate occasion arises, the University of Mary Washington offers individual donors, groups of alumni, and friends of the University the ability to name a University program or a part of the physical campus after a donor, a family member, friend, alumni class, distinguished faculty, and/or other similar groups and individuals.

To protect the integrity of the University and the facilities contained within the campus, a comprehensive policy has been developed. This policy contains procedures to ensure a coordinated and equitable process for approving current and future naming proposals and for protecting the wishes of past donors. Appropriate minimum giving amounts are approved by the University’s Board of Visitors and attached to each potential naming category.

Naming a piece of the campus or a University program is a major decision for both the University and the donor. Therefore, individuals and groups are encouraged to give careful consideration in deciding which naming opportunities will best honor the designee and have a tangible impact on the faculty and students of the University of Mary Washington. So serious is this decision that both this policy and all naming opportunities at the institution must be approved by the President of the University and the Board of Visitors.

### **II. General Policies and Procedures**

- Parties interested in naming opportunities must contact the Office of Development, located in the Jepson Alumni Executive Center or at 540/654-1024. This office will manage the entire process and will work closely with the Senior Vice President for Advancement and University Relations and the Office of the President prior to submitting the request for a naming opportunity to the Board of Visitors for approval.
- If the donor’s proposal conforms to the guidelines set forth in this document, a resolution will be presented at the next meeting of the Board of Visitors. A “Terms of Agreement,” specifying the nature of the gift, its purpose and how the project or program will be implemented, must be signed by the donor and the Senior Vice President for Advancement and University Relations prior to submission of a resolution for approval by the University’s Board of Visitors. For gifts involving the University’s physical plant, the “Terms of Agreement” also must be signed by the University’s Executive Vice President.

- The Board of Visitors will only review proposals that conform to this policy.
- Minimum levels of financial support to the University have been established for most naming categories. Upon identifying a specific piece of the campus or University program for a naming opportunity, the Office of Development will obtain the approval of the Office of the President and the Senior Vice President for Advancement and University Relations to establish the actual minimum donation amount needed to name that particular entity. In rare instances, the President of the University may propose a naming opportunity that is not tied to a significant financial gift to the institution.
- Unless the naming opportunity is part of a capital campaign and the donated funds are to be applied towards the cost of the project's construction, most donations involving a naming opportunity will be applied to an endowment fund managed by the University for the purpose of funding the program or project that is to be underwritten in perpetuity (as with named endowed scholarships, faculty professorships and faculty chairs).
- Donations made to support a naming opportunity involving outside areas of the physical campus (such as benches, trees, gardens, common areas and roads) will be used to pay for the cost of the needed improvements, if any, with the balance of the contribution to be applied to a permanent "Campus Beautification Endowment." This endowment will be used for on-going campus beautification initiatives, as determined by the University's Executive Vice President, and for replacement costs needed to maintain in perpetuity the named improvements (benches, trees, gardens, etc.) that were created by the original donation. For this reason, the cost of each naming opportunity will far exceed the initial purchase price and installation cost of the named improvement.
- Donations made to support a naming opportunity involving a building or the interior space of existing buildings on campus (such as academic classrooms, faculty offices, library space, lecture halls and departmental auditoriums) will be used to pay the cost of needed improvements (should renovation or other improvements be required in the facility), with the balance of the contribution to be applied to a permanent "Campus Facilities Endowment" that will be used for on-going improvements and enhancements to campus facilities over time.
- Upon the approval of a naming proposal by the University's Board of Visitors for the University's physical plant, the Development Office will work with the University's Executive Vice President (or designee) to see that the naming designation (plaque, plate, etc.) is constructed and applied as set out in the "Terms of Agreement." This document will have been signed by the donor, the Senior Vice President for Advancement and University Relations, and the University's Executive Vice President prior to submission of the proposal for approval by the Board of Visitors.
- Unforeseen circumstances in the future may require the University to alter an original naming agreement with a donor or honoree. If alterations are necessary, the University will seek to honor the original agreement as much as possible and find acceptable alternatives for the naming designation.

- The "Inventory of Naming Opportunities," listed below, is not designed to be a comprehensive listing of all naming opportunities on the University of Mary Washington campus in Fredericksburg or at the College of Graduate and Professional Studies in Stafford County. As additional naming opportunities are identified, the Office of Development will work with the Senior Vice President for Advancement and University Relations and the Office of the President to obtain a monetary value for each naming designation and/or additional guidelines.
- The monetary value, expressed either as a single figure or as a range, represents the minimum gift amount required for a naming opportunity in each category. For certain naming opportunities, and particularly in the case of very prominent physical facilities on the campus, the monetary value of a specific naming opportunity could exceed the minimum gift amount or range listed in this policy statement. When minimum gift amounts need to be adjusted for inflation and/or other factors, the Board of Visitors of the University will be asked to amend this policy.

### **III. Inventory of Naming Opportunities**

#### **Named Endowments: Scholarships and Recognition Awards**

Covering a broad range of options, named endowments provide donors with opportunities to establish need-based scholarships, merit-based scholarships, and special awards that will assist Mary Washington students in financing their educations. By establishing endowments such as a Scholarship Award or Recognition Award, donors will ensure that a greater number of Mary Washington students receive the financial support they need to make the most of their time at the University.

The donor recommends the name to be used with the scholarship or recognition award and works with the University's Office of Development to establish criteria for eligibility. Funds awarded through a scholarship are applied toward the recipient's tuition bill. Funds awarded through a recognition award can be given to the recipient in the form of cash or some other form of recognition as stated in the award criteria. In the case of student scholarships and awards, the Office of Development will contact the Office of Financial Aid to see that the suggested criteria are consistent with state, federal, and University guidelines.

#### ***Merit-based Scholarships and Awards: \$20,000 and above***

Awards and scholarships based on academic excellence help the University attract and retain talented students from throughout the world.

#### ***Need-based Scholarships and Awards: \$20,000 and above***

A contribution in this area will make possible the Mary Washington experience for those with demonstrated financial need.

***Endowed Undergraduate Summer Research Fellowships: \$100,000***

Many UMW students embark on summer research projects to gain real-world experience in their areas of interest. Fellowship endowments help them finance these projects.

***Washington Scholarships: \$250,000***

Mary Ball Washington, the namesake of the University and mother of our nation's first president, was proud to call Fredericksburg her home. Each Washington Scholarship bears the name of the donor and provides an outstanding student from Virginia with a full, four-year scholarship.

***Alvey Scholarships: \$500,000***

Dr. Edward Alvey, Jr., became Dean of the College in 1934 and remained an advisor and friend to students from all parts of the United States until his death in 1999. Each Alvey Scholarship will bear the name of the donor and provide a non-Virginia resident with a full, four-year scholarship based solely on superior academic performance.

**Named Endowed Faculty Positions (Chairs, Professorships)**

Throughout the history of our institution, the faculty and academic scholars of Mary Washington have served as stewards of the University's liberal arts tradition. By establishing a named endowed faculty position, donors help ensure that exceptional instruction remains at the core of the Mary Washington experience.

The donor recommends the name to be used with the position and works with the University's Office of Development to establish criteria for faculty eligibility. The Office of Development will obtain the endorsement of the Vice President for Academic Affairs in drafting the criteria.

***Distinguished Visiting Professorship: \$2 million***

Providing salary and operating funds for a visiting professorship helps the University recruit noted scholars from outside of the institution and support their work with Mary Washington students.

***Distinguished Visiting Lecturers and Artists-in-Residence: \$500,000***

A donor's support in this area will assist the University in continuing to recruit exceptional minds and support their work during short visits to Mary Washington's campuses.

***Endowed Chairs: \$1 million***

The establishment of named endowed Chairs within Mary Washington's academic divisions increases the University's ability to recruit and support outstanding members of the faculty. These gifts take the form of salary enhancements or operating funds that support a scholar's work.

***Endowed Faculty Summer Research Fellowships: \$200,000***

Summer Research Fellowships provide faculty with funding for teaching and research projects during the summer months, allowing them to continue publishing in their fields and to stay current.

***Endowed Professorships: \$300,000***

Salary enhancements of this kind greatly assist the University in attracting, rewarding, and retaining the exceptional faculty of the undergraduate college and the College of Graduate and Professional Studies.

**Named Endowed Programs for Operational Funding**

Donors who establish endowments in support of operational needs at the University provide a much-needed source of funding for the day-to-day expenses of the undergraduate college and the College of Graduate and Professional Studies.

***Academic Village Endowment: \$1 million***

This cluster of attractive homes borders the undergraduate college campus and provides lodging for visiting lecturers, performers, and scholars. Gifts to this endowment help the University purchase, maintain, and enhance the buildings that comprise the Academic Village.

***Belmont Endowment: \$2 million***

Belmont is the former residence of the American figure painter Gari Melchers. In 1942, Corinne Melchers deeded the property and its art collections to the State of Virginia as a memorial to her deceased husband. Today, the University of Mary Washington administers Belmont. Donors can provide critical operating support for the museum and estate by contributing to Belmont's endowment.

***Drama and the Performing Arts Endowment: \$1 million***

By establishing an endowment fund for drama and the performing arts, supporters can help Mary Washington continue to provide outstanding programs in drama and theater.

***Endowment for Academic Departments and Centers: \$1 million***

Each academic division within the University—at both its campuses—incur costs solely through the demands of daily operation. Endowments in this area will help support Mary Washington's academic departments as they continue with their mission of providing outstanding instruction within a liberal arts and science tradition.

***Endowment for the Arts and Sciences: \$20 million***

Many departments at the College of Arts and Sciences depend on technologically advanced equipment and specialized programming to provide students with the experiences they need to succeed in the real world. Endowments in this category will support the educational mission of the University and its undergraduate programs.

***Endowment for Graduate and Professional Studies: \$20 million***

The growing demand in our region for the programs offered by the College of Graduate and Professional Studies makes the mission of the University's Stafford campus increasingly important. Endowments created to support Mary Washington's graduate and professional programs will help guarantee their continuation.

***Global Discoveries Endowment: \$5 million***

The experience of studying abroad is often an invaluable and informative part of a student's academic career at Mary Washington. A gift to the Global Discoveries Endowment will help fund scholarship grants to students wishing to spend a semester or longer studying at an institution outside the United States.

***James Monroe Museum and Memorial Library Endowment: \$2 million***

The James Monroe Museum and Memorial Library represents much of the history and tradition that lie at the heart of the University. Contributions to this endowment provide critical operating support for the mission and programs of the museum and its library.

***Library General Acquisition Fund: \$25,000***

The Simpson Library continually obtains new material for its collection, including items of special significance to the University. An endowment created to support the library's General Acquisition Fund will offset the cost of purchasing these specialized resources.

***Music and the Performing Arts: \$5 million***

Endowments created to support music and the performing arts help ensure that students and the entire Mary Washington community will benefit from and enjoy these outstanding programs.

***Simpson Scholars: \$150,000***

Grellet C. Simpson, president of the College from 1956 until 1974, believed in the importance of international education for all Americans, especially Mary Washington students. Each Simpson Scholarship will bear the name of the donor and provide funding for one student to spend a semester abroad at an accredited international program sponsored by the Global Discoveries Endowment.

***Summer Undergraduate Science Research Program: \$2 million***

During each summer session, a large number of undergraduate students embark upon scientific research in their areas of study. Endowments created in this area support students as they engage in career-building research through this program.

***Teaching and Technology: \$2 million***

The technology employed by Mary Washington's professors is ever-changing—and expensive to update and maintain. The University will benefit greatly from support in upgrading “smart” classrooms, computer hardware and software, and audio-visual equipment.

***University of Mary Washington Concert Series: \$2 million***

Performances by renowned musicians bring a special vitality to campus life. Gifts to the University of Mary Washington Concert Series help bring noteworthy musicians and performing groups to the undergraduate campus.

***Bushnell Funds: \$20,000–\$1 million and above***

Nina G. Bushnell, dean of women from 1921 to 1950, had a lasting impact on students at Mary Washington College, demanding impeccable manners, dress, etiquette, and respectful treatment of campus buildings. Each Bushnell Fund will bear the name of the donor, and the contributor may choose any available physical piece of the campus to name. Items range from gardens and walkways to rooms, buildings, and athletic facilities.

The donor will work with the University’s Office of Development to identify these facilities. A uniform plaque will contain wording recommended by the donor, as approved by the University.

**Outdoor Opportunities**

**Campus Common Areas - Minimum Gift: \$20,000 to \$50,000**

The campus includes numerous walkways, circles, gardens, and other unique features that can be named to honor or memorialize an individual or group. The donor will work with the University’s Office of Development to identify these areas and to establish the gift amount. A uniform plaque will contain wording recommended by the donor, as approved by the University.

**Campus Bridges - Minimum Gift: \$100,000**

The campus includes several beautiful brick bridges that can be named to honor or memorialize an individual or group. The donor will work with the University’s Office of Development to identify these areas. A uniform plaque will contain wording recommended by the donor, as approved by the University.

**Campus Streets and Access Roads - Minimum Gift: \$100,000 to \$500,000**

The campus contains a variety of streets and access roads that can be named to honor or memorialize an individual or group. The donor will work with the University’s Office of Development to identify these drives and specific gift amounts. A uniform street sign will be provided by the University with wording recommended by the donor, as approved by the University.

**Indoor Opportunities**

**Residence Hall Rooms and Suites - Minimum Gift: \$20,000**

The campus contains numerous unnamed rooms and suites in every residential building, which can be named to honor or memorialize an individual or group.

**Standard Classrooms, Faculty Offices and Meeting/Conference Rooms - Minimum Gift: \$25,000 - \$50,000**

The campus contains numerous unnamed classrooms, faculty offices, and small conference rooms in virtually every academic building, which can be named to honor or memorialize an individual or group.

**Study Halls and Student/Faculty Lounges - Minimum Gift: \$50,000 - \$100,000**

The campus contains several unnamed study rooms and lounges, located in several

academic buildings and residential buildings, which can be named to honor or memorialize an individual or group.

**Laboratories and Libraries/Reference Rooms - Minimum Gift: \$75,000 - \$150,000**

The campus contains several unnamed laboratories and departmental libraries and/or reference rooms in several academic buildings, which can be named to honor or memorialize an individual or group.

**Lecture Halls and Department Auditoriums - Minimum Gift: \$100,000 - \$250,000**

The campus contains a limited number of lecture halls and auditoriums in several academic buildings, which can be named to honor or memorialize an individual or group.

**Building Foyers/Parlors and Dining Halls - Minimum Gift: \$250,000 - \$500,000**

The campus contains several unnamed foyers and/or parlors in many buildings, which can be named to honor or memorialize an individual or group. In addition, Seacobeck Hall contains several unnamed main dining rooms.

**Buildings - Minimum Gift: \$1 million +**

The campus contains a limited number of academic, administrative, and residential buildings that can be named to honor or memorialize an individual or group. The donor will work with the University's Office of Development and the Office of the President to identify these buildings and gift levels. The building's name will be appropriately displayed with wording recommended by the donor, as approved by the University.

**Athletic Related Opportunities**

**Goolrick Facility - Minimum Gift: Not available at this time**

The Goolrick facility, including two gymnasiums, racquetball courts, weight rooms and pool area, are not available for naming at this time due to proposed future expansion.

**Individual Outdoor Tennis Courts - Minimum Gift: \$50,000**

The Battleground Athletic Complex contains a limited number of individual outdoor tennis courts, which can be named to honor or memorialize an individual or group.

**Playing Fields and Track - Minimum Gift: \$200,000 to \$500,000**

The Battleground Athletic Complex contains a limited number of unnamed soccer, softball, field hockey, rugby, and lacrosse fields, as well as two running tracks, which can be named to honor or memorialize an individual or group.

**Outdoor Tennis Complex - Minimum Gift: \$1 Million**

The University's outdoor tennis complex includes 12 new courts, spectator seating, and tennis gazebo, which can be named to honor or memorialize an individual or group. The donor will work with the University's Office of Development and the Athletic Director to learn more about this complex. Appropriate sign recognition will be developed with wording recommended by the donor, as approved by the University.



**Battlefield Athletic Complex - Minimum Gift: \$5 Million +**

The University's impressive Battleground Athletic Complex contains most of the University's outdoor athletic facilities, including baseball and soccer stadiums, tennis complex, playing fields and tracks. This complex would be renamed to honor or memorialize an individual or group. The donor will work with the University's Office of Development and the Office of the President to solidify this gift. The complex's new name will be displayed appropriately with wording recommended by the donor, as approved by the University. Public ceremonies honoring the donor and/or designee will be conducted.

***Endowment for Campus Beautification: \$5 million***

The University of Mary Washington is well known for the scenic nature of its undergraduate campus. A great deal of work and care happens throughout the year to keep both campuses in pristine condition. Donors can help protect the idyllic setting of the institution by contributing to this endowment.

**Trees - Minimum Gift: \$2,000**

The University of Mary Washington is proud to have one of the most beautifully landscaped campuses in the country. To maintain this status, new and replacement plantings on campus are strictly regulated through adherence to the University's Master Landscape Plan and List. For this reason and the continuous care necessary to maintain living plants on the campus, the following guidelines have been established by the Board of Visitors of the University:

- Trees only are applicable under this policy. Shrubs and annual/perennial beds cannot be accommodated.
- Location and species of trees must be selected from the University's Master Landscape Plan and List.
- To insure proper planting, health and long-term growth of the tree, its size, exact location and time of planting will be determined by the University's landscapers.
- The donor's name and the name of the individual or group being honored or memorialized will be listed on the University's Master Landscaping Plan and List. To preserve the natural look and feel of the campus, no artificial objects (such as plaques) may be attached to or placed in the vicinity of the tree.

**Benches - Minimum Gift: \$5,000**

The donor selects a bench from an inventory of current, unnamed benches or planned additions to the University's Master Landscape Plan and List. A uniform plate will be attached containing wording recommended by the donor, as approved by the University.

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Approved by the University of Mary Washington Board of Visitors on February 9, 2002.  
Revised July 11, 2005 to reflect naming opportunities listed in the Board of Visitors approved Centennial Campaign Case Statement.