

DOCUMENT TYPE	P	
ADMINISTRATIVE	5	
DEVELOPMENT	7	
FUNDING	2	
NUMBER	009	
		Policy Database Document Reference Number 572009P

NAMED GIFT POLICY

Purpose/ objectives	The University receives gifts in many forms and of varying value. On occasion, the University may be contacted by prospective donors interested in establishing a named gift (see list of examples below). This policy ensures that these specific requests are managed appropriately.
Scope/ Application	<ul style="list-style-type: none"> • All Faculties, campuses, divisions and organisational units of the University • All gifts where the prospective donor is interested in establishing a named gift.
Policy Statement	<p>University personnel who may be contacted by prospective donors interested in establishing a named gift (eg endowed fund, building naming) should consult with the Development Office before any commitment is made on behalf of La Trobe University.</p> <p>The Development Office will raise the issue with the relevant area of the University to co-ordinate the process and ensure that all University regulations and statutes are complied with. Scholarships awards will be managed by the Scholarships Office.</p> <p>In addition, no officer, employee, or volunteer associated with the University shall promise, or imply that, in return for a charitable contribution, favourable consideration will be given to:</p> <ul style="list-style-type: none"> • Appointments that imply faculty or administrative status not in keeping with usual University processes for such appointments. • Naming a building or other facility without appropriate University policies and procedures being followed. • Granting of student admission, student scholarships, fellowships, other financial benefits, or special considerations in a manner inconsistent with University policies and procedures. <p>Provision for naming rights enables the University to:</p> <ul style="list-style-type: none"> • acknowledge those who have provided outstanding service to the institution; and/or, • recognise those who make a prominent and/or permanent investment in the University through donations and contributions. <p>Naming rights may be offered to those whose service and/or generosity to the University:</p> <ul style="list-style-type: none"> • advance the academic mission of the University; • are consistent with the core values of the University; • further the capacity of the University to meet its objectives; and • enhance the growth and reputation of the University.

DOCUMENT TYPE	P	
ADMINISTRATIVE	5	
DEVELOPMENT	7	
FUNDING	2	
NUMBER	009	
		Policy Database Document Reference Number 572009P

Named Gift Opportunities

The following policy, within the context of existing University policies, will govern named giving opportunities:

Endowed Chairs

Endowed faculty positions may be created and named by a donor for a minimum commitment of \$3.2m. This commitment must be in writing, and the payment schedule agreed before the Chair is activated. Donors do not necessarily have the right to nominate or participate as a member of a search or selection committee.

Academic Positions

- Academic positions may be funded in whole or in part through funds received either as donations or contributions. Proposals will be assessed on an individual basis and the entitlement to naming rights determined accordingly.
- The funds required to establish a professorial chair are listed in the Appendix.
- Naming rights will only be considered in instances where the donation or contribution equates to 30% or more of the total cost of the position, either over a given period or in perpetuity, or \$3.2m in perpetuity.
- Recommendations for the establishment of wholly or partially-funded positions (including a professorial chair) shall be submitted to the Vice-Chancellor by the Dean of the Faculty in which the position is to be.
- The Vice-Chancellor shall forward to Council, recommendations concerning naming rights in relation to partially or wholly funded academic positions.
- The donor has no right to nominate the academic position to which funding will be applied. This remains at the discretion of the Council.

Named Buildings

Naming gifts for new buildings requires written assurance that the naming donor will provide at least 30 percent of the total costs of the project including construction, design costs, site development, landscaping, furnishing, and fees. The payment schedule must be agreed before construction commences.

Other Facilities

Equipment and furnishings can be named if wholly purchased. Modification and major renovation of existing facilities can be named if the gift covers the total cost. Existing lecture theatres, rooms, laboratories, and other spaces can be named for donors. The amounts will vary on a case-by-case basis. Gift proceeds for these spaces can be used, in part, to upgrade the space and, in part, for other important University priorities.

Scholarship, Prizes, Medals and Fellowships

Endowed scholarship funds that at least cover the full cost for one student's full year tuition fees can be named.

Partial endowed scholarships for any faculty can be named with a minimum gift of fifty percent of a full year's tuition fees.

Medals, scholarships, prizes and similar awards may be established through funds received either as grants or donations. Proposals will be assessed on an individual basis and the entitlement to naming rights determined by La Trobe University according to the practice applying.

DOCUMENT TYPE	P	
ADMINISTRATIVE	5	
DEVELOPMENT	7	
FUNDING	2	
NUMBER	009	
		Policy Database Document Reference Number 572009P

	<p><i>Artworks</i></p> <p>Named endowed funds for management of artworks, or for the purchase of artworks may be established with a minimum gift of the total cost of artworks.</p> <p><i>Book Funds</i></p> <p>Named endowed funds for the purchase of books and other library materials can be established with a minimum gift of the total cost of books, materials or collections.</p> <p><i>Faculty/Campus/Division Development Funds</i></p> <p>Named endowed funds to support faculty/campus/division salaries, recruitment, learning & teaching research, or other development needs may be established with a minimum gift of at least 50 percent of the total cost.</p>
Supporting Procedures	Named Gift Procedures
Responsibility for implementation	Executive Director, Business Development (for policy approval) Manager, Development (for policy implementation and policy updates) Relevant Faculty, Campus or Division (for reporting and monitoring)
Responsibility for monitoring implementation and compliance	Executive Director, Business Development (for policy approval) Manager, Development (for policy implementation and policy updates) Relevant Faculty, Campus or Division (for management of reporting and monitoring)
Status	New Policy
Key stakeholders	La Trobe University Council Vice-Chancellor and members of the Senior Executive Executive Director, Business Development Manager, Development Relevant Faculty, Campus or Division Marketing and Engagement Division
Approval Body	Senior Management Committee – July 2008
Initiating Body or person(s)	Senior Management Committee – July 2008
Definitions	<p>Donor: alumni, individual, corporation or foundation who has provided a gift of money, sponsorship or in-kind to the University.</p> <p>Named gift: gift to the University of significant value which therefore warrants the naming of that gift after the donor.</p>

DOCUMENT TYPE	P	
ADMINISTRATIVE	5	
DEVELOPMENT	7	
FUNDING	2	
NUMBER	009	
		Policy Database Document Reference Number 572009P

Related legislation	Information Privacy Act 2000 Freedom of Information Act 1982 Australian Tax Legislation
Related Policy and other documents	Gifts Policy Naming Rights (Buildings and Facilities) Fundraising Policy Donor Rights policy Aquila Association Membership Policy Universities Australia Code of Practice for Australian Universities Philanthropy Foundation Code of Conduct
Date Effective	July 2008
Next Review Date	January 2010.
Keywords	Donors, donations, gifts, La Trobe Foundation, money, sponsorship
Owner/Sponsor	Executive Director (Business Development)
Author	Executive Officer, La Trobe University Foundation
Contact person	Development@latrobe.edu.au