



**The Citadel  
The Military College of South Carolina  
171 Moultrie Street  
Charleston, South Carolina 29409**

**Gift Naming Opportunities and Other Recognition**

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**This policy amends The Policy and Procedures for Gift Naming Opportunities and Other Recognition, adopted by The Citadel Board of Visitors 12 June 2010 and Supersedes Memorandum Number 7, Policy Governing Memorials, Scholarships, and Recognition, dated 30 June 1997.**

## **Naming Opportunities and Recognition Overview**

### **Purpose**

These policies and procedures set forth college-wide guidelines for gift naming opportunities, the recognition of major gifts at The Citadel, and define the procedures for acceptance of gifts to this end. The Citadel and The Citadel Foundation define naming opportunities as any building/major facility, areas within a building/major facility, area on campus, program, professorship, scholarship, etc. named in honor or memory of an individual or a group. The approval of a naming opportunity includes the naming of the building, facility, or structure and the approval to place a plaque, portrait, and/or statue of the individual(s) for whom named.

### **Recognition Gift Amount**

With the few exceptions contained in this policy, the minimum gift requirement for a naming opportunity at The Citadel or its supporting organizations is \$10,000. Gifts of cash, stock, or in-kind gifts may be made in accordance with existing college gift acceptance policy. Deferred gifts will be addressed and reviewed on a case by case basis.

Exclusive to and separate from this policy are the named brick, bench or class ring bezel programs of The Citadel Alumni Association.

### **Policy/Procedure**

Significant gifts to The Citadel will provide opportunities for donors to designate the name of a college program, facility, academic unit, scholarship, or other entity of the donor's choosing assuming that the entity is available to be named. The following must be taken into consideration when naming these opportunities:

-When a facility or area is named in recognition of a donor or a non-donor honoree, that name will generally be effective for the useful life of the facility or the designated use of the area. If a facility must be replaced or substantially renovated, or the use of an area re-designated, it may be renamed, subject to the specific terms and conditions set forth in any gift agreements related to the prior naming action.

-All reasonable efforts will be made to inform in advance the original donors or honorees and their immediate family members.

-Appropriate recognition of earlier donors and honorees shall be included in or adjacent to new and renovated facilities, as well as in redeveloped areas.

-When proposing to change the function of a named facility or area, the review of related gift agreements to determine if the proposed use is consistent with the restrictions that may have been previously stipulated must be documented. If the proposal for change in use is inconsistent, legal counsel shall be consulted.

-To avoid any appearance of commercial influence or conflict of interest, additional due diligence should be taken before recommending the naming of a major program or area, building, open space, or roadway that involves any commercial enterprise, a corporation, corporate foundation or affiliate organization.

-Signage should be consistent with existing styles as approved by The Citadel Foundation and Associate Vice President for Facilities and Engineering.

-The size, design, and wording of plaques and other signs that acknowledge corporate generosity and express appreciation should be modest in size and exclude logos to avoid the appearance of advertising.

-The acceptability of these gifts is based on the following: college needs and priorities; the usefulness and inspirational value to the undergraduate and graduate student body; the physical or aesthetic enhancement of the campus; the contribution to the heritage and reputation of The Citadel; or the accomplishments of its students, alumni, and friends. Gifts in support of naming opportunities are deductible in accordance with IRS guidelines. (*For specific tax questions, donor should consult their personal financial or legal advisor.*) Costs associated with materials and other operational expenses to create donor recognition systems or plaques will be paid for out of the gift from the donor in accordance with industry best practices.

### **The Citadel Foundation**

The Citadel Foundation is the point of contact for all gift-based naming opportunities, with the exception of named athletic scholarships, which come under the purview of The Citadel Brigadier Foundation. The named brick, bench or class ring bezel are programs of The Citadel Alumni Association. The Citadel Foundation will be responsible for developing and maintaining an up-to-date listing of available naming opportunities at The Citadel to include the prices for each stated naming opportunity. The list will be maintained and reviewed periodically by The Citadel Foundation's Vice President /Director of Donor Relations who will make any recommended changes to the Foundation's Development Committee to insure a comprehensive listing with appropriate values for naming opportunities. The updated listing, upon approval by the Foundation Board of Directors, will be forwarded for approval to the Board of Visitors. Requests for naming opportunities not on the approved list are subject to the contingency provisions outlined in the Named Gift Approval Process below.

### **Gift Agreements**

Each named gift should be accompanied by a gift agreement that has been approved and signed by the donor or designated donor representative(s) and the appropriate Foundation or college representative(s). Each gift agreement specifies the pledge period to reach the funding level, the purpose of the gift, and any restrictions within college guidelines, as to distribution from the fund.

### **Timeframe for Pledge Gifts**

Endowed gifts have five years to reach the minimum funding level established in the gift agreement. Scholarship funds that do not reach the minimum level within the five-year period will be transferred to the Academic Endowment Fund. Pledges to Class Reunion Campaign named endowed projects may have up to six years to reach the project goal, depending upon when the pledge is made within the scope of the reunion. With regard to other endowments, if the stated minimum is not achieved in accordance with the time period designated in the fund agreement, then the fund may be terminated and the funds expended for the area originally specified by the donor. In the event the pledge by a

donor is not fulfilled, the naming opportunity at The Citadel will be forfeited.

### **Named Gift Approval Process**

The Citadel Board of Visitors has final approval for all naming opportunities at the college. However, to streamline the approval process, the Board authorizes The Citadel Foundation to act as coordinator of gift agreements and naming designations.

The Board of Visitors authorizes the President of The Citadel, as appropriate and upon recommendation by the Foundation's Development Committee and/or the Naming Opportunities Committee composed of the Provost, Vice President for Operations, Vice President for Finance, Chief Executive Officer of The Citadel Foundation and the Vice President of Donor Relations of The Citadel Foundation, to make decisions regarding naming opportunities not covered by this policy for gifts under \$100,000. The Naming Opportunities Committee will coordinate naming opportunities with any Vice President or Dean responsible for particular programs or activities being supported by a gift that entitles the donor to a naming opportunity.

For gifts above \$100,000, the President, upon recommendation by the Foundation's Development Committee and/or the Naming Opportunities Committee will make recommendations to the Board of Visitors with regard to any decision to name a physical structure or facility at The Citadel.

The Chief Executive Officer of The Citadel Foundation has the authority and discretion to approve naming opportunities up to \$10,000.

### **Annual Giving Societies**

Donors to The Citadel are recognized for their contributions, to include any associated corporate matching gift received January 1 through December 31, each year in accordance with the following categories:

- Esprit de Corps: \$10,000+
- Gold Stars: \$5000-\$9999
- Dean's List: \$2500-\$4999

### **Lifetime Giving Societies**

Donors to The Citadel are recognized for the cumulative total of their contributions, to include associated corporate matching gifts, for all gifts made during their lifetime to any Citadel program, project, or supporting organization in accordance with the following categories:

- Founders' Society: \$5,000,000+
- 1842 Society: \$1,000,000-\$4,999,999
- Mark Clark Society: \$500,000-\$999,999
- Star of the West Society: \$250,000-\$499,999
- Summerall Society: \$100,000-\$249,999
- Citadel Legacy Society: Bequest or other Planned Gift of \$25,000+
- Order of the Tartan: 25 Years + Consecutive Donors

## **Naming Opportunities in Academic Gifts Minimum Endowments and Other Criteria**

### **Academic Units**

Any private gift associated with the naming of the following units should be of a level that will transform the nature of the unit involved, enabling that unit to achieve excellence that would have been extremely difficult using public funds alone or with what additional funds may be at their disposal prior to the transforming gift. The gift should be in the form of an endowment. Income from the endowment should be used to provide a margin of excellence for the designated unit and should not replace state funds previously made available to the unit. The dollar figures below represent the minimum amounts needed for endowments in the various programs.

- **Schools -- \$10 million minimum\***
  - The Military College of South Carolina is composed of the following five academic schools: Business, Education, Engineering, Humanities and Social Sciences, and Science and Mathematics.

\*Some schools may require different endowed or non-endowed gift amounts and will be addressed on a case-by-case basis.

- **Department/Institute/Center -- \$3-\$5 million** (amount contingent on mission and purpose of department/institute/center)\*
  - Within each school at the college exist academic departments in specific subject areas. In addition to the schools, institutes or centers of excellence may be created at The Citadel to expand the college's offerings in a specific academic pursuit.

\*Some departments, institutes, or centers may require different endowed or non-endowed gift amounts and will be addressed on a case-by-case basis.

### **Endowed Faculty Positions\***

A truly outstanding scholar, teacher, or executive, as judged by rigorous nationally accepted standards, will fill the endowed chair designation. An exceptionally gifted and promising scholar will occupy a named professorship. An individual with a successful background in the relevant discipline will be Leaders-in-Residence. Earnings from these endowments may fully fund or enhance the holder's state salary and may also be used to provide related program funding, continuing education, release time, and other needs.

- Dean's Chair -- \$2.5 million minimum
- Faculty Chair -- \$1.5 million minimum
  - Chairs underwriting department head positions begin at \$1.5 million.
- Professorship -- \$500,000
- Executive-in-Residence -- \$250,000

\* Some endowed faculty positions may require a different amount and will be addressed on a case-by-case basis.

### **Speaker Series\***

A speaker series brings to The Citadel a variety of individuals with broad experience and expertise and whose presentations have an interdisciplinary appeal. Earnings from the endowed fund may provide for honoraria, travel expenses, and other associated costs.

- Speaker Series -- \$250,000

\*Some speaker series may require a different amount and will be addressed on a case-by-case basis.

### **Scholarships**

Scholarships are usually designated for undergraduate students and may be awarded based on academic merit and/or financial need. While specific criteria for eligibility for scholarships may be established, flexibility contained in the gift agreement will allow the college to be more successful in recruiting students to The Citadel. Donors will be encouraged to place scholarship gifts in one of the following five scholarship programs, with associated minimum gift requirements:

- Citadel Scholars -- \$500,000
  - Targeting top academic performers and providing a full scholarship for four years.
- Citadel Leadership Scholars -- \$100,000
  - Targeting academic performance combined with proven leadership potential.
- Citadel Armed Forces Scholars -- \$75,000
  - Targeting students who have won a three-year or four-year ROTC scholarship.
- Citadel Brigadier Scholars -- \$400,000
  - For student athletes.
- Named/Restricted Scholarships -- \$50,000
  - Restricted to the intentions of the donor.
- Named Term Scholarships (non-endowed) -- \$10,000 and above
  - Provides at least \$2,500 a year for four (4) years with the option to renew.

### **Endowed Program Fund**

Endowed program funds will be referred to by the name established by the donor, in support of an academic discipline or program, classroom or other area enhancement(s), research, faculty development, or faculty and staff awards. All named endowed program funds must have approval of the Provost prior to acceptance of the gift.

- Endowed Program Fund -- minimum \$25,000 (specific amount contingent on mission and purpose of program)

## **Naming Opportunities for Building/Facility Gifts**

### **Minimum Gift Levels and Other Criteria**

#### **Buildings & Structures**

Under normal conditions, funds which have been given to name a building, area or structure should be: (a) restricted to the construction or refurbishment of the building or structure and/or (b) be placed in a restricted endowment fund dedicated to the principal use of the building or area. Permanent naming of a building, structure, or area is contingent on the completion of the required gift. The naming of buildings, structures, or areas will be reviewed on a case-by-case basis. Construction will not begin on buildings dependent upon private funding until the cost of construction has been paid and endowed funds have been pledged over a payment period not to exceed five years. The following categories deal primarily with new buildings, structures or areas. The naming of existing buildings will be addressed on a case-by-case basis.

#### *Private Funding of Buildings and Structures*

- If a new building is to be funded 100% from private funds, the gift to name the building must be *at least 60% of the total construction costs of the facility*. The gift should fund 50% of the construction budget as well as an endowment fund [*10% of total construction costs*] to provide for programs and maintenance of the facility.

#### *Private/Public Funding of Buildings and Structures*

- If the new building is dependent upon a private funding component, the gift to name the building must be *at least 50% of the total dollars raised from private sources* to fund a portion of the construction budget as well as an endowment fund [*10% of total construction costs*] to provide for programs and maintenance of the facility.

#### *Public Funding of Buildings and Structures*

- If the new building is constructed entirely from public funds, a private gift may still be used to establish a naming opportunity. The private gift to name the building should be *at least 50% of the total construction costs of the facility*. Typically, the gift will establish an endowment fund restricted for use of the programs and maintenance of the facility.

#### **Academic Teaching Space\***

Under normal conditions, funds which have been given to name a lab, auditorium, lecture hall, or classroom area should be: (a) restricted to the construction or refurbishment of the area and/or (b) be placed in a restricted endowment fund dedicated to the principal use of the lab/classroom. Lab, auditorium, lecture hall or classroom naming opportunities may be reviewed on a case-by-case basis. Typically the minimum amount necessary to name an area of this type is as follows:

- Named Laboratory and Fund -- \$250,000 - \$500,000
- Named Auditorium and Fund -- \$250,000 - \$500,000
- Named Lecture Hall and Fund -- \$100,000 - \$250,000

- Named Classroom and Fund -- \$50,000

\*Some academic teaching spaces may require a different amount and will be addressed on a case-by-case basis.

### **Non-teaching Rooms**

Funds that have been given to name an office, work room, conference room, balcony, portal, veranda, deck, or other similar space should be: (a) restricted to the construction or refurbishment of the area and/or (b) support the particular department where the space is located. These non-teaching room naming opportunities may be reviewed on a case-by-case basis. Typically the minimum amount necessary to name an area of this type is as follows:

- Named Non-teaching Room -- \$10,000

### **Rooms in Barracks**

Funds that have been given to name a room in a barracks will be restricted to the deferred maintenance endowment at The Citadel Foundation. This fund provides for the long-term maintenance and repair of all campus facilities and property. Room plaques will be consistent with other recognition in buildings on campus.

- \$10,000 minimum gift requirement

## **Naming Opportunities for In-Kind Material and Equipment Gifts Minimum Gift Levels and Other Criteria**

### **The Citadel Museum**

The Director of The Citadel Museum will administer, care for, and conserve the display of gifts and artifacts contributed to the museum. Not all proposed gifts are guaranteed acceptance or display space. The Artifact Acceptance Committee, under the leadership of the Director of the Museum, must approve all artifact gifts prior to their transfer of ownership. For a named display, the total value of donated items must meet the \$25,000 minimum naming opportunity gift requirements established in this policy. The Artifact Acceptance Committee may recommend a naming opportunity be established for the donor. Recommendations for recognition will be made to the Naming Opportunities Committee.

### **Daniel Library**

The Director of the Daniel Library will administer the acceptance of books, journals, maps, portraits, murals, or other materials donated to the library and the display of certain materials on a rotating basis, as space is available. Not all proposed gifts are guaranteed acceptance or display space. The Collections Acceptance Committee, under the leadership of the Director of the Library, must approve all proposed library gifts prior to the transfer of ownership. In keeping with the minimum gift requirements established in this policy, the Collections Acceptance Committee may recommend a naming opportunity be established for the donor. Recommendations for recognition will be made to the Naming Opportunities Committee. Regarding the Daniel Library portraits, consistent with guidelines set forth by The Citadel Board of Visitors and the existing portraits of the Board of Visitors Chairmen in the Daniel Library, the dimensions of the portrait without the frame are not to exceed 2'1" x 2'6." The exterior dimensions of the frame are not to exceed 2'6 1/2" x 2'11 1/2", and the style of the frame is to be consistent with the other frames.

### **Equipment**

Gifts of equipment or material goods by individuals, corporations and other organizations can have a tremendously positive impact on academic life at The Citadel. However, not all proposed gifts of equipment or material goods fall within the scope of use for the college in its mission. Therefore, not all proposed gifts are guaranteed acceptance. The Equipment Acceptance Committee, under the leadership of the Associate Vice President for Academic Affairs, must approve all proposed gifts of information technology or academically related equipment and furnishings prior to the transfer of ownership. An Equipment Sub-committee, under the leadership of the Associate Vice President for Facilities and Engineering, must approve all proposed gifts of non-academic items such as cars, boats, furniture, trees, other equipment or material goods prior to the transfer of ownership. In keeping with the gift values established in this policy, the Equipment Acceptance Committee may recommend a naming opportunity be established for the donor. Recommendations for recognition will be made to the Naming Opportunities Committee.

### **Construction Related Gifts**

Gifts of material or services by individuals, corporations and other organizations can have a tremendously positive impact on academic life at The Citadel. However, not all proposed in-kind gifts related to construction of facilities fall within the scope of use for the college in its mission. Therefore, not all proposed in-kind material, equipment or services gifts are guaranteed acceptance. The Construction Gifts Committee, under the leadership of the Associate Vice President for Facilities and Engineering, must approve all proposed gifts related to new construction, or renovation of existing facilities at The Citadel. Construction related gifts are covered by policies established by the State of South Carolina and will follow all guidelines established in the State Manual for Planning and Execution of Permanent Improvements. Such gifts require an extensive documentation and review by the State of South Carolina. In keeping with the gift values established in this policy, the Construction Related Gifts Committee may recommend a naming opportunity be established for the donor. Recommendations for recognition will be made to the Naming Opportunities Committee.

The Vice President of Donor Relations of The Citadel Foundation should be involved at the schematic drawing phase for renovations and/or new construction in order to:

1. Incorporate a plan for donor recognition signage and materials into the drawings and final plan
2. Retain an expert in donor recognition to assist in budgeting and planning for placement, size, and design of recognition materials (Daniel Library renovation, Capers Hall rebuild)
3. Plan for the creation of collateral materials to market those opportunities

## **Naming Opportunities for Memorial and other Special Named Gifts** Minimum Gift Levels and Other Criteria

### **Holliday Alumni Center**

Donors may be memorialized in the courtyard of the Holliday Alumni Center by means of a Citadel Alumni Association brick, bench, or class ring bezel placed in the Alumni Courtyard. These items will be designed in accordance with existing recognition currently displayed.

- Named Brick -- \$275
- Named Bench -- \$2,500
- Class Ring Bezel -- \$10,000

### **Special Naming and Memorial Opportunities**

From time to time, an individual, group (i.e. a Class Reunion Campaign committee), or organization may wish to create a naming opportunity, including but not limited to all portraits and statues of individuals that will be displayed in any Citadel building or on campus, not outlined in this policy. In these instances, the individual, group, or organization is required to fill out a *New Naming Opportunity Request Form* and submit it to the Naming Opportunities Committee for approval. The Naming Opportunities Committee is composed of the Provost, Vice President for Operations, Vice President for Finance, Chief Executive Officer of The Citadel Foundation, and Vice President of Donor Relations of The Citadel Foundation. The Naming Opportunities Committee may make recommendations to the President to name facilities, structures, or areas in honor or memory of individuals who have distinguished themselves in their service to the college. With this in mind and upon recommendation by the President, The Citadel Board of Visitors may approve the naming of a structure, facility, or area on campus.

### **Summerall Field**

The exception to the aforementioned potential named areas on campus is Summerall Field; there is a moratorium on any future naming opportunities such as trees, benches, monuments, plaques, etc. on this specific area of campus. In rare instances, the exceptions to the moratorium are subject to approval.

## Summary of Committees Related to Gift Naming and Recognition

Naming Opportunities..... Coordinates all Gift Naming/Recognition  
Membership: Provost, Vice President for Operations, Vice President for Finance,  
Chief Executive Officer of The Citadel Foundation, Vice President of Donor  
Relations of The Citadel Foundation.

Artifacts Acceptance .....Coordinates Acceptance of Museum Gifts  
Membership: Director of Citadel Museum and other designated members.

Collections Acceptance..... Coordinates Acceptance of Library Gifts  
Membership: Director of Daniel Library and other designated members.

Equipment Acceptance.....Coordinates Acceptance of Academic and Technology Gifts  
Membership: Associate Vice President for Academic Affairs and other designated  
members.

Equipment Sub-Committee ..... Coordinates Non-Academic/Technology Gifts  
Membership: Associate Vice President for Facilities and Engineering and other  
designated members.

Construction Sub-Committee ..... Coordinates Acceptance of Construction Related Gifts  
Membership: Associate Vice President for Facilities and Engineering and other  
director designated members.