



(Approved by CHC Foundation Executive Committee on Sept. 14, 2009
& the Board of Directors on Sept. 17, 2009)

NAMING OF FACILITIES PROCEDURE/Crafton Hills College

I. Purpose

This procedure serves as a guideline for the Crafton Hills College and Crafton Hills College Foundation, and other staff, volunteers, and outside advisors who assist in the solicitation of donations/gifts. It is established to assure an appropriate reflection of the history of the College as well as consistency, fairness, fitting recognition and good value in exchange for the honor or privilege of name association with a program, fund, or physical aspect of the College. As gifts can encourage others to give, this procedure is intended only as a guide and allows for flexibility on a case-by-case basis.

II. Scope

This procedure is effective with the approvals by the Crafton Hills College Foundation and San Bernardino Community College District and will supersede all prior procedures relating to this matter on behalf of Crafton Hills College.

III. General

Philanthropy at Crafton Hills College

Crafton Hills College (hereafter referred to as "the College"), the College President, and Directors of the Crafton Hills College Foundation, seek private funds to enhance the College's ability to meet the higher education needs of its community, particularly toward a level of excellence that would otherwise not be possible given state funding levels and restraints on student tuition and fees. To that end, the College through the efforts of its foundation seeks to provide appropriate recognition to donors for their generosity. Although such recognition may take many forms, this procedure seeks to establish guidelines for the naming of facilities, campus spaces and programs as donor recognition.

This procedure is to establish the criteria to guide the process for naming facilities at Crafton Hills College.

A. Guidelines for naming

1. A significant monetary contribution to the actual construction cost, if for new construction; a major portion of the replacement or major renovation cost, if for an existing building or facility; or the fundraising goal.
 - a. The donation may be made in cash or a legally binding pledge and can be paid over time, usually within five years of naming the facility, unless other arrangements are made.

- b. A portion of the gift may be in the form of an irrevocable trust or other planned gift. (Must be reviewed through the Office of Resource Development)
 - c. Qualified contributions are received by the Crafton Hills College Foundation and intended by the original donor for the College, the Foundation or Crafton Hills College students.
 - d. The San Bernardino Community College District Board reserves the right to remove names from facilities when the gift remains unpaid beyond the five-year limit or the agreed upon date.
 - 2. Specific contribution levels may be established with either fixed or minimum dollar amounts for sponsorship of other physical property on campus. (These will be determined by the Office of Resource Development in conjunction with the Crafton Hills College Foundation).
 - a. Such property may include, but is not limited to hardscape, benches, fountains, gardens, walls, equipment, and outdoor plazas.
 - b. Amounts for these naming opportunities shall be reviewed periodically by the Crafton Hills College Foundation and the College President.
 - 3. A Temporary Naming (3 years) in recognition of *distinguished* service may honor a gift of time or talent that has had a *significant* positive impact on the institution over an extended period of years. This honor is usually reserved for extraordinary positive leadership. A Naming associated with a donation will replace a temporary naming following a three year period.
 - a. A period of not less than one year shall lapse between the end of the individual's service to the College and consideration for naming.
 - b. The President of the College or a committee designated by the President will determine whether the person proposed is worthy of the honor, as well as the degree of internal and external support for the proposed naming, prior to submitting the name for approval.
- B. Generally there will be no named buildings for living political figures or for current employees of the College/District.

Guidelines for naming based on monetary contributions

Facility Commemoration Opportunities	Gift Minimums and Ranges
New Building	\$2,000,000 to 5,000,000
Existing Building	\$1,000,000 minimum
Classroom or Laboratory	\$25,000 to \$100,000 a range of options is available
Entrance hall, lobby, student/staff lounge	\$50,000 to \$150,000 a range of options is available
Athletic Facilities (or parts of)	\$50,000 to \$500,000 a range of options is available
Endowed Chair or Faculty member	\$250,000 minimum
Conference Room, Divisional offices or departments	\$25,000 to \$100,000 a range of options is available
Outdoor areas, commemorative table/bench	\$1,000 to \$25,000 a range of options is available
Pavers, bricks, tiles, sidewalk/concrete etched names etc.	\$250.00 - \$5,000
Faculty/Other Offices	\$2,500 minimum

*This list will be reviewed for currency periodically.

C. Permanency of Names

1. When a gift is received for a naming, a facility receives a designation that shall last the lifetime of the facility, subject to paragraph 3 of this rule.
 - a. Demolition or significant renovation shall terminate the designation.
 - b. The individual, family, corporation, foundation (donor) involved in the initial naming may be offered an opportunity to retain the naming before any other naming gifts are considered.
2. When a name is to be removed from an existing facility, approval shall be sought through the same procedures as are required for naming a facility.
3. Any legal impropriety or other act which brings dishonor to the College, District, or Foundation on the part of the donor or a corporate donor who is no longer in existence shall make the gift and naming subject to reconsideration by the College.

IV. Responsibility

- A. Prior to approval, the District Board of Trustees shall have reasonable assurance that:
 - 1. The proposed name shall bring additional honor and distinction to the College.
 - 2. Any philanthropic commitments connected with the naming shall be realized.
- B. The College President, in collaboration with the Crafton Hills College Foundation has the right to:
 - 1. Determine content, timing, location and frequency of any public announcements associated with the gift.
 - 2. Approve the color, design, and size of any physical marker that provides information about the designee or donor and/or the nature of the gift or honor.
 - 3. Determine and carry out the exact nature of any ongoing care and maintenance of any memorial or tribute gifts or their physical markers.
- C. The final authority of any naming, memorial or tribute decision rests with the President and the Crafton Hills College Foundation.
- D. The Guidelines set forth in this procedure statement shall not be deemed all-inclusive. Flexibility and donor centeredness is a key to successful philanthropic naming opportunities.
- E. The College President and the College Foundation Board reserve the right to consider any and all factors regarding the privilege of name association with the program, fund or physical aspect of Crafton Hills College as particular acts and circumstances warrant. Decisions will be made consistent with the stated mission of Crafton Hills College.
- F. Crafton Hills College and Crafton Hills College Foundation adheres to all principles of the Code of Ethics and Donor Bill of Rights adopted by the Association of Fund-Raising Professionals (AFP).