These Procedures are set forth for the purpose of providing guidance to the administration, staff, volunteers and donors of Cloud County Community College in arranging for gift naming opportunities and the recognition of major monetary and non-monetary gifts to the College. This Policy is intended as a supplement to the Gift Acceptance Policies, if any, previously adopted by the Foundation’s Board of Directors and/or the College’s Board of Trustees.

By making a significant gift to Cloud County Community College, donors may be offered the opportunity to select the name of a facility, or other purpose.

1. **Minimum Gifts**

   The minimum gift requirement for a naming gift opportunity at Cloud County Community College will be set by the Foundation Executive Director with the approval of the President.

2. **Acceptable Gifts**

   Naming gifts may be made using cash, marketable securities, real estate, in-kind property or certain deferred gift arrangements.

3. **Criteria for Acceptance**

   The College will judge the acceptability of potential naming gifts based upon one or more of the following criteria: the naming gift’s usefulness and inspirational value to the student body; its physical or aesthetic enhancement of the campus; its contributions to the heritage and reputation of the College, and its compliance with the stated Capital Campaign purpose.

4. **Permanence of Naming**

   The naming of physical space (buildings, grounds and facilities, or portions thereof) is intended to be in place for the life of the specific physical space. If, in the determination of the Board of Trustees, circumstances change so that the purpose for which the physical space was established is significantly altered or if the physical space is no longer needed or habitable, the Board of Trustees in consultation with administrative and/or academic leadership and the donor(s), if possible, will determine an appropriate way to recognize the donor’s naming gift in perpetuity. If the College and the donor previously established a Gift/Pledge Agreement or other contract that provides a practicable course of action, then that action shall be followed.
5. **Removal of a Name**

College naming opportunities shall bear only the name of individuals or entities that exemplify the attributes of integrity, character and leadership consistent with the high values of Cloud County Community College Board of Trustees, those attributes are not maintained by the donor(s), the Board of Trustees reserves the right to remove the donor/honoree’s name from a physical space, college, school, department, or unit at any time.

6. **Tax Deductibility**

Gifts that are accorded naming opportunities and that further College’s mission are deductible in accordance with the Internal Revenue Code and IRS guidelines.

7. **Costs of Implementation**

Costs associated with creating donor recognition systems or plaques may be paid from either a portion of the naming donor’s gift or with internal budgeted resources.

8. **Flow of funds**

The Cloud County Community College Foundation will receive Capital Campaign donations. Funds will be transferred by the Foundation to a College account stipulated by the Vice President for Administrative Services. The payments from said account will be restricted to use for the stated purpose of the Capital Campaign.

**Gift Agreements**

Each capital or endowment gift that occasions a naming opportunity must be accompanied by a written gift/pledge agreement that has been approved and signed by the donor or the donor’s designated representative. Each gift agreement will specify the purpose of the gift. If the naming gift entails a multi-year pledge payment, the schedule for such payments must also be detailed.
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Naming of Buildings and Interior Spaces

1. New Construction

Naming rights for new facilities require that naming donors contribute the minimum amount set by the Foundation Executive Director and approved by the College President.

2. Renovations

Naming rights for a building requiring major renovations shall be subject to the policy of a minimum of fifty-one percent (51%) of the facility’s total remodeling cost.

3. Renaming Existing Buildings

Existing buildings that are currently named but do not recognize a particular benefactor and are not subject to earlier restrictions may be subject to renaming by action of the Board of Trustees.

4. Interior Spaces

Unnamed internal spaces within existing buildings are eligible as naming opportunities occasioned by a significant gift to the College.

Naming Opportunities for In-Kind Gifts

The Foundation Executive Director will administer the acceptance of any non-cash gifts to the College, such as real property and gifts of tangible personal property, including but not limited to works of art, manuscripts, literary works, boats, motor vehicles and computer hardware. In cases where the gift is designated for a specific department, the Foundation Executive Director will coordinate the gift acceptance process with the appropriate Vice President.

In keeping with the minimum gift requirements established in this Policy, the Foundation Executive Director may recommend a naming opportunity be established for the donor. Naming opportunities and recognition for the acceptance of gifts of art or artifacts will be
made available based upon the appraised value of the in-kind gift and consistent with the minimum amounts established in elsewhere in this Policy.

For gifts of art and artifacts, the College will not guarantee that such items will be displayed publicly, either permanently or for shorter periods of time.

**Naming Designations for Non-monetary Recognition**

The President may make a recommendation to the Trustees to name a program, building, physical structure, etc., for the purpose of recognizing special service or other non-monetary contributions to the College. The above approval process, standards, and procedures will apply, as appropriate.