



NAMING POLICY

The University of Saint Joseph (the University) naming policy for recognizing philanthropic contributions and individuals of distinction.

1. RATIONALE

- 1.1. The University of Saint Joseph traces its origins back to 1594 with the foundation of St. Paul's College (the current site of the "Ruins of Saint Paul's" in Macao), the first higher education institution in East Asia.
- 1.2. The University is a well-known and trusted institution with a long track record of educating students and preparing alumni for influential and competitive careers; but this comes with a cost. The University of Saint Joseph, like most private higher education institutions, is facing rapidly rising costs and limitations in governmental funding. resulting in costs outrunning available revenues. Accordingly, the University highly values the contributions donors, sponsors, and others sustainable forms of funding to operate effectively and to ensure both the present and the future.
- 1.3. To honor persons or entities that have made important contributions to the University, we remain loyal to our long-standing tradition of naming University properties, academic and non-academic programs as well as facilities.
- 1.4. Named recognition opportunity is given to the donor as the University's response to a philanthropic gift/donation.
- 1.5. Named recognition is symbolic of the gift/donation and does not entitle the donor to any form of ownership or control of the named building, physical space, equipment, or non-physical entity.
- 1.6. The Chancellor has the ultimate approval authority over proposals for named recognition but, in his discretion, may consult with the Catholic Foundation for Higher Education and/or the Executive Council

2. PURPOSE

- 2.1 This policy specifies the University of Saint Joseph wide principles and conditions under which naming the University tangible and intangible assets may occur.

3. SCOPE

- 3.1 This policy applies to the University buildings and other physical assets, special programs, positions, scholarships, and projects which have the potential to be named as a result of a gift/donation or sponsorship and or in recognition of exceptional services to the University.



4. DEFINITIONS

- *bequests*: bequests made to the University qualify as donations if the terms and conditions of the bequest are acceptable to the University. The value of this type of donations shall be expressly stated in the donor's will and/or verified through appropriate procedures;
- *current use gift*: a charitable donation that the donor intends for the University to fully expend within a finite period in support of current objectives;
- *donor name*: naming in recognition of philanthropic contributions to the University.
- *donor*: any natural or legal person who provides a monetary or in-kind transfer to the University, whether for a specific purpose or not;
- *endowed fund*: the University accept securities as donations. A donation of this type will not be considered complete until the securities are fully assigned and held by the University. For marketable securities, such as stocks and bonds, the value of the donation is determined by the market value of the security at the close of business on the day the security is received by the University. For non-marketable securities, the value of the donation shall be determined by an agreement between the donor and the university based on a mutual assessment or by a mutually agreed external appraisal;
- *facility*: any building, structure, street, drive, landscaped area, open space, physical improvement, or other property under the administrative control of the University;
- *gift/donation*: a voluntary contribution, gift, bequest or devise, whether in cash or in-kind, intangible or other giftable financial assets or real property that advances the mission of the University and no material benefit is received by the donor from the University in return;
- *gift-in-kind*: (real estate, equipment, art, documents): the University welcomes donations of properties. The value of this type of donation shall be determined by an agreement between the donor and the University, based on market value or external appraisal;
- *honorific name*: naming for unparalleled scholarly distinction or other exceptional non-monetary contributions to the University. Generally done only if the name being recognized will bring great honor to the university;
- *interior space*: any space inside the University buildings, such as rooms, lounges, laboratories, performance spaces, and lecture halls;
- *monetary donations*: monetary donations given to the University shall be given in bank notes, cheques, money orders and/or currencies;
- *naming opportunity*: any occasion when a specific name, beyond a merely functional description or designation, may be bestowed upon a facility, space or place, an institute, center, program, or any other unit of the University;
- *other types of donations*: Donors may choose to make other types of donations, so long as the terms and conditions are acceptable to the University under the University's Donation Acceptance Policy (ECL-516-0117-01. The value of such donations shall be determined by agreement between the donor and the University or by external appraisal;
- *planned gift*: a donor may make an absolute assignment of the death benefits of his or her insurance policy to the University. The value of this type of donation depends on an assessment of facts such as whether the policy is paid up and if the donor shall continue to make premium payments;



- *pledge or commitment*: a contract between a donor and the University in which the donor promises to make a contribution in the future;
- *program*: any academic or non-academic program, institute, center;
- *project*: a defined initiative or undertaking that is neither a unit nor a program; is not intended to have permanence; is not formally organized; may be funded by either a donor gift or a sponsor grant; and may be but is not necessarily named a “center” or “institute.”

5. POLICY

- 5.1 Decisions regarding philanthropic naming for physical and non-physical entities at the University are made in accordance with this policy. If the gift/donation does not meet the required fundamentals, no naming opportunity will be offered to a donor unless an exception has been made in accordance with exceptions specified in this policy.
- 5.2 At all times, the University will consider all potential naming ramifications, financial and non-financial (e.g., public trust and reputational), relating to the gift/donation (individual, corporation, corporate foundation, or organization) supported by due diligence reputational research on the donor.
- 5.3 A clause shall be inserted in all gift/donation agreements to allow the University to withdraw from such an agreement if the name of the individual or organization comes into disrepute in the University or in the general community or if the donor is in breach of the gift/donation agreement.
- 5.4 In some specific circumstances, a naming may be granted for a pre-determined period of time. At the end of the term, the naming shall expire but may be renewed with the same or a new name and additional donation. The gift/donation agreement should clearly specify the period of time of the naming.
- 5.5 In the event the name of a corporation, corporate foundation, or organization has changed due to restructuring, merger or acquisition, the naming shall remain intact as long as the terms of the gift agreement and gift payments are honored by the successor organization.
- 5.6 The University affirms its commitment to donors and honorees to esteem their legacy and historical connection to the University. A naming shall generally be for the useful life of the building or structure and in the case of an institute, center, program, endowment, or similar item for so long as the center, institute, etc., is in existence.
- 5.7 If circumstances change so that a named physical entity is repurposed, deconstructed, severely damaged, destroyed or otherwise permanently closed, the university will consult with the donor if possible, or the donor's estate, if practicable, to determine an appropriate way to recognize the original naming gift.
- 5.8 Regardless of any other provision set forth in this policy, no naming will be approved or, once approved, be continued if it is found that such action may harm the reputation of the University or interfere with the achievement of its goals and priorities.
- 5.9 Leased buildings can be named but consideration must be made to the length of the lease agreement.
- 5.10 The university reserves the right to revoke a naming if one of the following conditions occurs:



- i. a donor does not fulfill a pledge obligation as outlined in the gift agreement including, but not limited to, failing to make installments as scheduled in the donation agreement;
 - ii. the Catholic Foundation for Higher Education determines that the continued use of the name may compromise the public trust or reputation of the university;
 - iii. if the university chooses to revoke a naming based on one or more of these conditions, the university has the right to retain funds previously contributed.
- 5.11 The Catholic Foundation for Higher Education at any time after acceptance of a gift/donation, based on recommendations by the Executive Council, will approve a redirection of the funds, (taking into consideration the original purpose of the gift/donation) in the following circumstances:
 - i. it has become impossible or impractical for the gift/donation to serve the specific purpose for which it was donated;
 - ii. the terms of this agreement have become inconsistent with university policy or contrary to law.
- 5.12 Naming is generally granted for the useful life of the entity unless otherwise specified in the gift agreement (and subject to the terms of revocation as set forth in this policy).
- 5.13 Any special circumstances or requests for exceptions must be referred to the Executive Council, who will determine the course of action, which may include consultation with the Catholic Foundation for Higher Education.
- 5.14 If a donor requests a change to the naming associated with a physical or non-physical entity (e.g., due to marriage or divorce), the university will consider the request. If approved by the Executive Council, all replacement signage and other related costs shall be at the donor's expense.
- 5.15 It is highly important that recognition be equitable and consistent based on gift type, amount, and designation, and that it adhere to established university standards.
- 5.16 Corporate or organization logos may not be incorporated into recognition signage without approval of the Executive Council in consultation with the Catholic Foundation for Higher Education.
- 5.17 All naming opportunities must be submitted in writing to the Executive Council with supporting documentation.
- 5.18 The office for Advancement will be responsible for maintaining a record of all naming opportunities awarded.
- 5.19 All philanthropic naming requires a signed gift/donation agreement prior to the naming.
- 5.20 Appropriate media recognition and/or ceremony will be held once the gift/donation agreement has been signed.
- 5.21 The university retains discretion to decline a naming opportunity for any reason.

6. MINIMUM FUNDING REQUIREMENTS

6.1 Naming of tangible assets



The following are the expected gift/donation levels for naming opportunities of tangible assets (buildings, Physical Spaces or Equipment, etc.);

- i. buildings and physical spaces costing over MOP100m:
 - minimum 40% of total contract and fit out costs depending on situation and location;
- ii. buildings and physical spaces costing between MOP49m and MOP100m:
 - minimum 40% of total contract and fit out costs depending on situation and location;
- iii. buildings and physical spaces costing between MOP19 and MOP49m:
 - minimum 50% of total contract and fit out costs depending on situation and location;
- iv. buildings and physical spaces costing up to MOP19m:
 - 80% of total contract and fit out costs depending on situation and location.

6.2 Naming of Intangible Assets – Non-physical Entities

The following are the expected gift/donation levels for naming opportunities for intangible assets:

- i. centers and institutes:
 - by agreement of the Catholic Foundation for Higher Education.
- ii. endowed scholarship funds (funding models are dependent on type of scholarship).
- iii. endowed bursary funds (funding models are dependent on type of scholarship, needs and terms).
- iv. financial prizes and non-financial awards (minimum MOP10,000 per prize for five (5) years).

6.3 Donor Wall

- i. a permanent donor recognition of all those who contribute one-time gifts to the University will be exhibited in the donor wall. The different plaques sizes relate with the following giving levels,
 - small shared plaque: MOP200,000 to MOP499,999
 - small single plaque: MOP500,000 to MOP999,999
 - big single plaque: 1,000,000 and over

7. TERM OF NAMING RIGHTS

7.1 As a general rule, all named facilities will be reviewed every ten (10) years. This will not affect a gift/donation agreement except in the following circumstances:

- i. on occasion a named building or physical space may need to be repurposed or demolished. Should this occur the University would apply naming rights to another or subsequent appropriate building or physical space for the remaining term of the gift/donation agreement in consultation with the donor;
- ii. life of term – naming of buildings and physical spaces in perpetuity will only be considered when a gift/donation is in accordance with clauses 6.1(i, ii, iii) or the gift/donation generates sufficient funds in perpetuity;



- iii. it is recommended that named recognition of buildings and physical spaces not contemplated in clauses 6.1(i, ii, iii) will have a maximum twenty (25) year term.
- iv. named recognition of buildings and physical spaces will not extend beyond the life of the space.

8. REMOVAL OF NAMED RECOGNITION

- 8.1 The University reserves the right to decline or terminate any named recognition gift/donation agreements at any time.

9. STEWARDSHIP

- 9.1 It is appropriate to offer a donor the opportunity for a small reception or other opportunity to celebrate their gift/donation. The costs of the event should be proportionate to the benefit and size of the gift/donation.

10. MONITORING AND REVIEW

- 10.1 This Policy will be reviewed as necessary and at least every five years. The Advancement Office is responsible to monitor and review this Policy.

11. LAWS AND REGULATIONS

- 11.1 For those matters concerning 'naming' not determined in this Policy, the University shall follow generally recognized standards and acknowledged good practices, the regulations of the University and the laws of the Macau SAR.
- 11.2 The right to interpret the provisions in this Policy rests with the University's Executive Council.

Author: Administrator

Approved by: Executive Council

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Access Right: All staff, and all visiting academics

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