

# Naming Policy

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## Baldwin Public Library Birmingham, MI

### **Purpose:**

The Baldwin Public Library Board of Directors considers the naming of a room in honor or memory of a living or deceased individual, corporation, foundation, or organization to be one of the highest distinctions it can bestow.

Baldwin Public Library seeks to recognize persons who have supported the Library through distinguished effort or substantial financial endowment by naming facilities in their honor.

### **General Definitions:**

Naming opportunities for distinguished effort: A room naming shall honor or memorialize an individual who has achieved exceptional distinction in librarianship and/or other areas of knowledge management or who has served Baldwin in a professional capacity and has earned a state or national reputation for preeminent achievements in librarianship while employed by Baldwin. The credentials, character, and reputation of each individual shall be appropriately reviewed as part of the nomination process.

Items encompassed by the Naming Policy include: endowment funds; deferred gifts; outdoor areas, which may be gardens; and internal features which may be rooms.

Other items may be recommended for naming after consultation with the Library Director.

Naming opportunities due to a financial donation or endowment: The room may be named directly after the benefactor, or it may retain or be given a functional title following which the benefactor will be recorded as its sponsor. Proposals for naming facilities should be submitted to the Library Director and should contain specific information in support thereof. If endorsed by the Library Director, the proposal will be forwarded to the Baldwin Public Library Board of Directors for approval.

All contract documents must be finalized before the Library issues final approval for a naming opportunity.

## **Guidelines for Naming:**

### Endowment Funds

Named Endowment Funds are intended for the continued support of the Library. These named Funds will be established in perpetuity with the income used for the annual operation of the Library. The principal remains intact.

A minimum of \$25,000 is required to establish a named Endowment Fund. Those interested in establishing a fund should contact the Library Director to discuss options. Fifty-one (51) percent of the minimum amount must be physically secured by the Library before the Library Director recommends the establishment of the named Endowment Fund. The remainder must be pledged and received within five (5) years. In the event that the flow of funds agreed upon does not reach \$25,000 within five years, the Library Director may recommend to the Baldwin Public Library Board of Directors that the named Endowment Fund be dissolved and the funds be co-mingled with other Library gift monies. This provision only applies to Endowment Funds established after January 1, 2008. Thereafter, the Fund may continue to receive contributions continuously.

### Rooms

A proposal for naming a room or area of the Library in honor of a person will normally be considered when that person has given extraordinary distinguished service to the Baldwin Public Library that merits recognition in the Library's history; or is a major benefactor.

Naming rights will normally not extend beyond the normal life of the room. Generally, naming rights for benefactors would be granted when there is a minimum commitment of five years. Naming rights will normally remain in place for a period of no longer than twenty-five (25) years. In the event the room or building is significantly altered in a timeframe less than 75% of the agreed upon time when the gift was made, the Baldwin Public Library Board of Directors will roll the name forward in a similar capacity.

A proposal for naming a room or outdoor area in honor of a member of the community will also be considered when that person has given distinguished service to the Library that merits recognition in the Library's history.

### Deferred Gifts with Naming Rights

Deferred gifts are those gifts that are committed for Library use in the present but received by the Library in the future. There may be many forms of such gifts. Deferred gift assets become available for investment by the Library when a donor transfers cash or assets to the Baldwin Public Library and obtains, in exchange,

a life income based on the value of donated assets. The forms in which gifts may currently be established include, but are not limited to: charitable gift annuity (no trust); charitable remainder unitrust; charitable remainder annuity trust; pooled income fund (pooled trust); and charitable lead trust.

Each deferred gift plan will have a mutually signed agreement that specifies the type of plan, amount of the income payments, purpose and use of the deferred gift.

People interested in developing this type of gift are encouraged to contact the Library Director to discuss their options. All plans for Deferred Gifts shall contain a written statement of intent with full details of the gift. The Library Director shall submit his/her recommendation to the Baldwin Public Library Board of Directors for final acceptance.

Once a deferred gift has received formal acceptance by the Baldwin Public Library Board of Directors, the gift will be considered as irrevocable.

### **General Guidelines:**

To insure the appropriateness of the honor, the Baldwin Public Library will adhere to the following guidelines to make decisions on the merits of each opportunity with regard to naming interior spaces and collections.

Unless the Library Director determines otherwise, a person's or corporation's name may be used in naming a Library room only once.

Negotiations for the naming rights for a particular room may be initiated by the Library Director or with the Attorney by a benefactor or other interested parties.

In the event that the flow of funds agreed to constitute a naming opportunity ceases before the agreed time, the Library Director may recommend to the Baldwin Public Library Board of Directors that the use of the benefactor's name for the room be discontinued.

When a major building project is to be undertaken a tailored naming policy may be proposed for various rooms, or parts of the building and its environs. Such a policy will require the endorsement of the Library Director for recommendation to the Baldwin Public Library Board of Directors.

If an individual or organization, after which a room has been named, comes into disrepute at the Library or in the community at large the Library Director may recommend to the Baldwin Public Library Board of Directors that the use of the name be discontinued.

This policy will be reviewed as needed and is subject to change.

### **Request Procedure:**

The President of the Baldwin Public Library Board of Directors shall charge the Library Director to review and make recommendations to the Baldwin Public Library Board of Directors for naming opportunities.

All requests for naming shall be submitted to the Baldwin Public Library Board of Directors in writing. The request shall contain justification compliant with the criteria and objectives outlined in this policy. The Baldwin Public Library Board of Directors will review and research each submitted naming nomination on its individual merits.

No publicity shall be given the recommendation for naming until it is approved by the Baldwin Public Library Board of Directors.

### **Gift Recognition Replacement-Special Considerations:**

A request to rename, add a second name or remove a name from a room shall conform to the following principles:

Any request to rename, add or remove a name from a room within the Baldwin Public Library should include documentation pertaining to the original approval and subsequent name change proposal. In the event that donor names must be removed for new construction, or in the event the Library is destroyed by natural disaster and is rebuilt to be used for its original purpose, recognition shall be replaced per the original agreement.

In the event a building is drastically altered through construction, Baldwin Public Library Board of Directors shall reserve the right to add/alter gift recognition, including the room's naming. Any donor plaques displaced as a result of this will be rededicated in an alternative location in accordance with the timeframe developed for the original gift.

When a named room has reached the end of its useful life and will be replaced or substantially renovated, the replaced or renovated space may be renamed in recognition of a new donor or honoree. Appropriate recognition of earlier donors or honorees shall be included in or adjacent to new, renovated or redeveloped facilities.

### **Dedication Ceremony and Plaque:**

Upon approval on the naming by the Baldwin Public Library Board of Directors, an appropriate dedication ceremony may be planned and conducted. The donor

and their guests, The Baldwin Public Library Board of Directors and the Executive Board of the Friends of the Baldwin Public Library will be notified at an early date to ensure attendance and participation. A dedication plaque or comparable marking may be erected at the ceremony. All building plaques must conform to the signage that has been selected for the area in size, design, location, materials and content. In addition to the individual or group for whom the room is named, the plaque will identify the Baldwin Public Library Board of Directors, and the Library Director at the time the naming was approved.

This policy will be reviewed as needed.

**Gift Agreement to establish a named Endowment Fund  
at The Baldwin Public Library**

**for The *[insert name here]* Fund**

In recognition of the efforts being made by The Baldwin Public Library Board of Directors to obtain funds to support Library services, the undersigned intends to establish by a gift of \$*[insert amount of gift commitment here]*, [payable over up to *[insert number here]* years,] an endowed fund or naming right to be known as

The *[insert name here]*.

It is the donor's preference, but not a requirement, that the income from this endowment be used *[insert customized language here]*.

If, as a result of changed conditions in the future, all of the income from this Fund shall not be needed for the purpose set forth above, then The Baldwin Public Library Board of Directors is authorized to use the income for such other purposes as nearly as possible akin to the original purpose as in their judgment will help advance the aims of The Baldwin Library.

The Baldwin Public Library Board of Directors are hereby authorized to co-mingle this gift, and any additions thereto, with the general investment funds of the Baldwin Library Trust, provided only that this Fund be credited with its pro rata share of net investment income in the same manner as the other pooled funds are credited with income.

The Baldwin Public Library Board of Directors and donors named in this agreement acknowledge this gift and the terms stated within by the signature of their duly authorized representative on duplicate copies of this agreement.

Baldwin Public Library

\_\_\_\_\_  
Printed Name of Donor

\_\_\_\_\_  
Acknowledgment by the President  
of the Baldwin Public Library  
Board of Directors

\_\_\_\_\_  
Signature of Donor

Date \_\_\_\_\_

Date \_\_\_\_\_

**The Baldwin Public Library  
Gift Agreement for Naming Rights**

**For The *[insert name here]* Room**

In recognition of the efforts being made by The Baldwin Public Library Board of Directors to obtain additional funds to develop and renovate the Library, the undersigned intends to establish by a gift of \$*[insert amount of gift commitment here]*, [payable over up to *[insert number here]* years,] as a naming opportunity to be known as

The *[insert name here]*.

It is the donor's wish that the room located *[insert with room description]* be named The *[insert]* and marked with an appropriate plaque.

This Naming right will remain in place for a period of no longer than twenty-five (25) years. Naming rights will not extend beyond the normal life of the room. If, as a result of changed conditions in the future, the life of the room does not exceed *[insert]* years, naming rights will be individually determined each time.

The Baldwin Public Library Board of Directors and donors named in this agreement acknowledge this gift and the terms stated within by the signature of their duly authorized representative on duplicate copies of this agreement.

Baldwin Public Library

\_\_\_\_\_  
Printed Name of Donor

\_\_\_\_\_  
Acknowledgment by the President  
of the Baldwin Public Library  
Board of Directors

\_\_\_\_\_  
Signature of Donor

Date \_\_\_\_\_

Date \_\_\_\_\_