

Naming Policy

The Helen Matthes Library Board of Trustees 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.

Helen Matthes 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 naming shall honor or memorialize an individual who has achieved exceptional distinction in his/her field in professional service to Effingham. 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; and internal features which may be rooms.

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 Helen Matthes Library Board of Trustees 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 at least \$25,000 within five years, the Library Director may recommend to the Helen Matthes Library Board of Trustees that the named Endowment Fund be dissolved and the funds be co-mingled with other Library gift monies.

Rooms

Naming rights will normally remain in place for a period of no longer than twenty-five (25) years and will normally not extend beyond the normal life of the room, whichever comes first. 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 Helen Matthes Library Board of Trustees 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 Helen Matthes Library and obtains, in exchange, a life income based on the value of donated assets.

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, including amount of the income payments and the purpose and use of the gift. The Library Director shall submit his/her recommendation to the Helen Matthes Library Board of Trustees for final acceptance.

Once a deferred gift has received formal acceptance by the Helen Matthes Library Board of Trustees, the gift will be considered as irrevocable.

General Guidelines:

To insure the appropriateness of the honor, the Helen Matthes 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 Helen Matthes Library Board of Trustees 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 Helen Matthes Library Board of Trustees.

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 Helen Matthes Library Board of Trustees that the use of the name be discontinued.

Request Procedure:

The President of the Helen Matthes Library Board of Trustees shall charge the Library Director to review and make recommendations to the Helen Matthes Library Board of Trustees for naming opportunities.

All requests for naming shall be submitted to the Helen Matthes Library Board of Trustees in writing. The request shall contain justification compliant with the criteria and objectives outlined in this policy. The Helen Matthes Library Board of Trustees 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 Helen Matthes Library Board of Trustees.

Gift Recognition Replacement-Special Considerations:

In the event a building is drastically altered through construction, Helen Matthes Library Board of Trustees 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 Helen Matthes Library Board of Trustees, an appropriate dedication ceremony may be planned and conducted. The donor and their guests, The Helen Matthes Library Board of Trustees 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.

Approved by board action September 19, 2011