

Addendum G
PVAS Fiscal Operations Policy Manual
Naming Policy

Approved by Board of Directors May 9, 2019

PURPOSE

The purpose of this policy is to establish principles and guidelines governing the naming of physical and non-physical assets so that the names of the assets are carefully deployed for the long term and associated with PVAS, its members, and the local community served by PVAS.

PRINCIPLES

It is appropriate to recognize and express the esteem and appreciation PVAS feels for an individual who has brought honor to the Society by personal accomplishments or to an individual, corporation, or foundation that has made a substantial contribution to PVAS or for the benefit of PVAS.

Nominations for naming will be submitted to the President or Executive Director in writing or originated by the President or Executive Director in writing.

Upon the written recommendation of the President and/or the Executive Director, the Board of Directors shall approve the naming of physical and non-physical assets of PVAS for the useful life of that asset with a majority vote of those present. In its sole discretion, the Board of Directors may change any name adopted under this policy upon finding a significant change in circumstances.

A donor's wish to anonymity or lack of interest in being recognized publicly will always be respected.

Naming conventions will be proofed with the donor(s) before going to print.

GUIDELINES FOR NAMING PRESERVES, MAJOR FACILITIES, AND OTHER PHYSICAL ASSETS

The following more specific guidelines shall govern the naming of preserves, major facilities, and other physical assets for individuals, corporations, or foundations:

1. In the absence of a substantial monetary contribution, naming for an individual should reflect an association with PVAS and its mission that is substantial and will remain memorable long beyond the lifetime of those who propose the name.
2. Upon receipt of a gift of land that may become a preserve or major PVAS facility, the President and/or Executive Director may recommend that the gift or any part thereof be named for the individual donor or other appropriate person he or she recommends provided that 1) the Acceptance of Real Property conditions included in this Gift Acceptance and Spending Policy have been met, and 2) the naming is otherwise consistent with these guidelines.
3. When an appropriate portion of the funds for construction of a major facility is given or secured from an individual, corporation, or foundation, the President and/or Executive Director may recommend that the facility be named for that individual or other appropriate person he or she recommends if the naming is otherwise consistent with these guidelines. To be eligible for naming under this provision, the

funds must be assured by outright gift or other irrevocable method of gift. If a donor fails to fulfill a pledge or other obligation upon which a naming is based, the Board of Directors has authority to remove the individual's name from a facility.

4. The President and/or Executive Director will consult with appropriate representatives of the Society and individual Board members, as appropriate, before making recommendations to the Board of Directors for the naming of other physical assets (e.g., buildings, rooms, laboratories, libraries, exterior spaces, trails, camp facilities, viewing platforms, benches, etc.).

5. No commitment for recognition shall be made prior to approval of the proposed name.

6. The naming of preserves, major facilities, and other physical assets will typically be recognized by signage, plaques, displays, or other physical installations at the discretion of PVAS.

7. Named assets should be carried through the useful life of the asset. If demolished, there is no obligation to rename the replacement asset, although the Board of Directors may choose to do so. When possible, the President or Executive Director will inform a family member or other appropriate representative of the individual, corporation, or foundation about a decision to demolish or change the use of an asset. If deemed appropriate in the joint discretion of the President and Executive Director, the individual, corporation, or foundation may be recognized with a plaque in the new or renovated facility.

8. At the request of a namesake (a person that has the same name as another), the Board of Directors has authority to remove an individual's name from a preserve, major facility, or other physical asset.

GUIDELINES FOR NAMING NON-PHYSICAL ASSETS

The following more specific guidelines shall govern the naming of non-physical assets for individuals, corporations or foundations.

1. The President and Executive Director will consult with representatives of the Society and individual Board members, as appropriate, before making recommendations to the Board of Directors for the naming of non-physical assets (e.g., funds, programs, centers, events, teaching awards, prizes, appointments, student and camper support, scholarships, and other awards). Where appropriate, the donation and the recommendation of the donor will be taken into consideration.

2. The President and Executive Director will consult with representatives of the Society and individual Board members, as appropriate, before making recommendations to the Board of Directors for the naming of deferred gifts and endowments. Legal and other professional advice will be obtained where needed.

3. No commitment for recognition shall be made prior to approval of the proposed name.

4. At the request of a namesake (a person that has the same name as another), the Board of Directors has authority to remove an individual's name from a non-physical asset.