

Naming Opportunities Policy

Naming Opportunities

A policy of Trinity Grammar School, Kew and applying to the work of the Trinity Grammar School Foundation.

Relevant Legislation, or relevant related policies and procedures	
Commencement Date	
Review Date	

1. Purpose

The character and traditions of the Trinity Grammar School Kew are sometimes enhanced by the naming of facilities (or part thereof) and scholarships, in recognition of a philanthropic gift. The School also names facilities (or part thereof) and scholarships from time to time to honour members of the wider Trinity community.

The purpose of this policy is to provide guidance to Trinity Grammar School Kew and its wider community regarding the naming of facilities (or part thereof) and scholarships in recognition of philanthropic gifts.

2. Scope

This policy is to guide the following :

- The Trinity Grammar School, Kew Council
- The Principal
- The Trinity Foundation
- The Director of Community Engagement
- The Development Manager
- Volunteers who participate in fundraising for the School
- Facilities management staff

This policy does not apply to naming given in recognition of service to the School, State or Country without benefaction. This policy does not apply to individual or corporate sponsorship of events and functions.

3. Objectives

To ensure that the School maximizes its philanthropic opportunities by having the capacity to name buildings, facilities (or part thereof) and name permanently endowed scholarships in conjunction with significant donors and donations.

To ensure that naming opportunities are appropriately granted, do not restrict future school infrastructure development, or bind the school to agreements it cannot keep.

4. Policy Information

- a. Naming for all buildings, facilities (and part thereof) must be approved by the School Council. The Principal must approve all named permanently endowed scholarships and inform the Council of every such scholarship that is established
- b. The School or campuses as a whole may not be re-named
- c. Naming may be for any kind of gift, general or specific purposes, in-kind, campaign pledge, or realised bequest
- d. Naming opportunities may be granted in relation to:
 - all or part of a building
 - a facility such as a sports ground,
 - a teaching staff position or similar
 - permanently endowed scholarships
 - rowing boats
 - music ensembles
 - other options as approved by the School Council
- e. The desired dollar value level of each named feature is to be determined by The Foundation in consultation with the School's Principal and Director of Business. The recognition finally approved and provided will balance the significance of the object being named with the contribution being made
- f. A common approach in the United States for naming a newly constructed building or outdoor space is a donation equivalent to 50% of the project cost. However a common approach in Australia for naming a newly constructed building or outdoor space is a donation equivalent to 50% of the fundraising target (which is usually not more than 50% of the overall project cost)
- g. Before naming is considered, the gift should be provided. If some of the amount is pledged over a period of not more than five years, the Council may require a specific proportion of the gift to be paid before the naming is announced and applied to the object being named
- h. In considering a naming opportunity for a donor, the School will take into account a number of factors including:
 - The financial value of the gift
 - The amount of money already contributed and any amount remaining as a pledge
 - The costs associated with undertaking the naming



The impact naming has or may have on the School

The reputation of the donor

The donor's service to the School and its community

- i. The School reserves the right to allow the naming of buildings and scholarships solely in the name of individuals who have a current or previous connection to the School
- j. The School reserves the right to refuse or remove a naming opportunity to a person or organisation deemed to be in conflict with the documented values of the School
- k. Naming of buildings will be for the life of the building
- l. The facility named is not necessarily the facility to which funds are contributed, though this is usually the case.
- m. All naming agreements will include a clause noting that naming can be withdrawn without compensation if the name is, in the opinion of the School, drawn into disrepute.
- n. Naming of spaces and buildings will be as outlined in the School Style Guide, using the Trinity Grammar School normal conventions.
- o. When the naming recognises a corporation:
 - i. company names only (not product name) are permitted
 - ii. naming lapses with change to the company name, and/or on the company's sale or cessation.
- p. Named permanently endowed scholarships shall require a corpus sufficient to fund the scholarship in perpetuity, whereby the expenditure will be fixed at 4% of the capital sum. The minimum corpus shall be \$250,000. The scholarship shall not be awarded until the full corpus has been in place for one year. Naming may be granted in the name of the donor, or some other specified third party. Where that third party is living, they must grant permission to the naming. Their connection and relevance to the School will also be taken into consideration.
- q. Naming recognition linked to a pledged gift is contingent upon the fulfillment of the pledge. Should the pledge not be fulfilled in full within the agreed timeframe, the School reserves the right to rescind or amend the naming opportunity at its sole discretion.

5. Related Documents/Systems

Proposed list of naming values and related procedures to be approved by the Trinity Foundation from time to time.

6. Policy Review Details

This policy is to be reviewed after three (3) years unless there is a significant legislative or organisational change requiring earlier review.

7. Policy Owner

The Trinity Foundation