

GIFT NAMING OPPORTUNITIES

for



Board Approved January 2011

Introduction

Gifts made for endowed, restricted or unrestricted purposes in support of SUNY Geneseo shall be made through The Geneseo Foundation. Gifts to be recognized by the naming of a fund or physical space or object are subject to the policies set forth in this document.

These policies should be revised periodically in consideration of:

1. For endowed funds, the gift amount should generate annual earnings sufficient to either fully fund the specific objective or substantially support it.
2. The endowed fund gift amount should be sufficient that, given market appreciation, the fund has a market value that generally increases keeping the annual available earnings on a similar trajectory as inflation and related cost increases.
3. The capacity of the College's prospect base and the inclination of that prospect base to consider the gift levels presented through "stretch gifts."
4. Gift levels should stand the test of time; meaning that when looking back the gift amount related to the naming opportunity granted is viewed as reasonable and prudent.

The listing that follows is not intended to be comprehensive. As specific fundraising initiatives are developed, gift naming opportunities will be created unique to the circumstances of the initiative. Those opportunities should be consistent with these guidelines and policies.

Any gift opportunity at Geneseo not specifically addressed here should be approved by the Executive Committee of The Geneseo Foundation Board of Directors.

TABLE OF CONTENTS

Endowment Naming Opportunities	p. 3-13
Facilities Naming Opportunities	p. 14-16
Annual Gifts and the Naming of Restricted Funds	p. 17
Roemer Arboretum	p. 17

I. Endowment Naming Opportunities

I. School or Academic Center

Minimum Endowment: \$6 million
Estimated Income: \$300,000

To establish a significant initiative enriching the College's academic portfolio. For example, a named School of Education or a Center for Leadership might include an endowed professorship, an endowed lectureship and endowed student research and internship funds.

2. Department Chair

Minimum Endowment: \$2.5 million
Estimated Income: \$125,000

Geneseo has a long tradition of academic department chairs whose imprint on students and fellow faculty comes from leading, mentoring, teaching and guiding. Faculty members who serve as chairs are academic leaders within their disciplines and for the entire College.

3. Director of Libraries

Minimum Endowment: \$2.5 million
Estimated Income: \$125,000

The Director of Libraries at Geneseo is a key member of the academic leadership team whose imprint on students, faculty and staff comes from leading, mentoring, teaching and guiding. In addition, the director is an expert in the field of librarianship, with a vision for the future of the collection and dissemination of information at Geneseo. An endowment of \$2.5 million will endow this important position.

4. Professorship

Minimum Endowment: \$2 million
Estimated Income: \$100,000

An endowment of \$2 million will greatly assist in recruiting and retaining a prominent faculty member. In addition to funds that may be applied to salary, income from the endowment could also provide support for research, travel, books and supplies; all important elements of an attractive endowed professorship opportunity.

5. Visiting Scholar

Minimum Endowment:	\$1.5 Million
Estimated Income:	\$75,000

Visiting scholars have the ability to enliven the College's intellectual and academic life. This fund would establish the resources to support a teaching residency for experts, scholars and practitioners in a variety of fields.

6. The Geneseo Scene Supporting Fund

Minimum Endowment:	\$2 million
Estimated Income:	\$100,000

The *Geneseo Scene* is the official magazine of the College. It is published three times a year by the Office of Communications and distributed to alumni, alumnae, faculty, staff, students and parents of current students. In recognition of a gift that provides the ongoing underwriting of the *Geneseo Scene*, the College will acknowledge the donor, in perpetuity, inside the cover of the magazine. The publication will retain the name the *Geneseo Scene*.

7. Athletics Director

Minimum Endowment:	\$2.5 million
Estimated Income:	\$125,000

In recognition of dedication to Geneseo's strong commitment to athletics.

8. Head Coaches

Minimum Endowment:	\$1.0 million
Estimated Income:	\$50,000

Geneseo holds firm to the notion that athletics is fundamental to a rich educational environment. At Geneseo there is a strong relationship between faculty and coaches and between coaches and student-athletes. This fund will provide recognition for the coaches' dedication and commitment to their sports and their student-athletes.

9. Assistant Professorship

Minimum Endowment:	\$750,000
Estimated Income:	\$37,500

Recognizes the individual commitment of faculty members and their excellence in teaching, scholarship and community service, or assists in recruiting and retaining a promising new faculty member.

10. Full Scholarship

Minimum Endowment:	\$400,000
Estimated Income:	\$20,000

Income from an endowed full scholarship will enable the College to provide a unique liberal arts experience to the brightest and most financially deserving students who are committed to academic achievement and personal success.

11. Scientific Instrumentation Fund

Minimum Endowment:	\$250,000
Estimated Income:	\$12,500

This fund will provide faculty with the advanced equipment vital to collaborative research projects with students. Students, having had access to such equipment, will be better prepared for both graduate education and the job market.

12. Information Technology Fund

Minimum Endowment:	\$100,000
Estimated Income:	\$5,000

Access to state-of-the-art technology is critical to preparing students for successful careers and entrance to competitive graduate programs. Income from this fund will be used at the discretion of the Provost, to provide support for IT projects that enhance student learning.

13. International Study Abroad Fund

Minimum Endowment: \$100,000
Estimated Income: \$5,000

Our society is becoming increasingly global in character, and Geneseo is committed to ensuring that our students take their place as responsible citizens within it. We encourage students to step outside of what they know and immerse themselves in a different culture, either through study in one of the College’s own interdisciplinary programs or through other high-quality academic programs abroad. While Geneseo students may apply for financial aid, some are simply not able to financially participate in this experience without the additional support provided by a dedicated fund. This type of endowed fund could assist such students. Additionally, earnings may support on-campus programming for students—with particular emphasis on pre-departure preparation and post-return activity. Finally, an endowed fund could enable the creation of a series of electronic “global discussions” of critical international issues between our campus and our students spread across the globe.

14. Landscaping and Grounds Fund

Minimum Endowment: \$100,000
Estimated Income: \$5,000

The beauty of the campus is a treasure and a legacy to preserve for future generations. An endowment designated to this purpose would provide ongoing support for campus facilities and grounds.

15. Milne Library or MacVittie College Union Gallery Exhibit Fund

Minimum Endowment: \$100,000
Estimated Income: \$5,000

Milne Library and MacVittie College Union provide prime exhibit space for a variety of artistic, scientific and cultural displays. Income from this fund would provide for rotating exhibits and related programming that are easily accessible to students, faculty and the community.

16. Library Sponsored Author Lecture Series

Minimum Endowment: \$100,000
Estimated Income: \$5,000

Income from this fund would enable Milne Library to annually attract and select a laudable speaker. For example, a talk on the future of libraries, or a noted author discussing a recently-released work of fiction or non-fiction.

17. Presidential Discretionary Fund

Minimum Endowment: \$100,000
Estimated Income: \$5,000

Each year, income from this fund will be drawn annually and used at the discretion of the President in support of campus, faculty and student needs and initiatives.

18. Provost's New Faculty Enrichment Fund

Minimum Endowment: \$100,000
Estimated Income: \$5,000

Attracting talented new faculty members is critical to continuing and enhancing the Geneseo tradition of a superb and dedicated professoriate. Income from this fund will be used at the discretion of the Provost, to help recruit outstanding new faculty.

19. Scholarship Fund

Minimum Endowment: \$50,000
Estimated Income: \$2,500

Income from endowed scholarships enables the College to provide a unique liberal arts experience to bright and deserving students who are committed to academic achievement and personal success.

20. Undergraduate Student Research Fund

Minimum Endowment: \$100,000
Estimated Income: \$5,000

Income from this fund will enable students in all areas of study (i.e. sciences, humanities, arts, social sciences, etc.) the opportunity to conduct research and travel to conferences where the outcomes of their research will be presented.

21. Student Internship Fund

Minimum Endowment: \$100,000
Estimated Income: \$5,000

A dedicated endowment will provide students with the financial support needed to participate in internships, both within the U.S. and internationally.

22. Building Endowment Fund

Minimum Endowment: \$50,000
Estimated Income: \$2,500

This fund will provide annual income for the upkeep and care of specific campus buildings. Recognition will be given on a plaque inside the buildings. This gift opportunity does not name the building itself.

23. Honors Student Support Fund

Minimum Endowment: \$50,000
Estimated Income: \$2,500

Income from this fund will be used to provide support for an Honors student to conduct research and will provide funds for travel, books and any materials necessary for completion of their final Honors project. Donors may choose in which academic major they wish to support a student.

24. Provost's Fund for Faculty and Students

Minimum Endowment:	\$50,000
Estimated Income:	\$2,500

Each year, income from this fund will be drawn annually and used at the discretion of the Provost to support special initiatives, faculty and students. For example, it may provide faculty with the funds necessary for opportunities for student-faculty collaborative research.

25. Dean's Discretionary Fund

Minimum Endowment:	\$25,000
Estimated Income:	\$1,250

Income from this fund will provide the dean with the needed flexibility and resources to deal with unforeseen student needs and special program initiatives. This fund will permit the deans to respond quickly to changing situations, take advantage of new opportunities for campus programming and be prepared for many of the unexpected occurrences of the academic year.

26. Departmental Discretionary Fund

Minimum Endowment:	\$25,000
Estimated Income:	\$1,250

Income from this fund will be drawn annually and used to support academic department, faculty and student needs. This fund can be used by the department chair.

27. Honors Program

Minimum Endowment:	\$1 Million
Estimated Income:	\$50,000

The Honors Program has been an important educational component of the College for many years. Endowing the HP would provide permanent support for those exceptional students who commit to this vigorous program. Funding from the endowment would cover travel costs incurred by students when attending conferences or other professionally or academically enriching events; create events and engage speakers who promote information-sharing and collegiality among participants; and provide materials for general use within the program.

28. Commencement Speaker Fund

Minimum Endowment: \$1 Million
Estimated Income: \$50,000

This endowed fund would be used to enhance the College's ability to attract and select a commendable speaker for the Commencement ceremony. This fund will allow the institution to cover travel expenses, accommodations and a stipend.

29. Lectureship

Minimum Endowment: \$100,000
Estimated Income: \$5,000

This endowed fund would enable the College to attract and select a laudable speaker.

30. Performing Arts Series Fund

Minimum Endowment: \$500,000
Estimated Income: \$25,000

This endowed fund would be used to enhance the College's ability to annually bring to campus a wide array of performers in a series of quality cultural and artistic events for students and the greater community.

31. Leadership Program Support Fund

Minimum Endowment: \$50,000
Estimated Income: \$2,500

Geneseo seeks to prepare students for leadership roles through education and training in an extensive series of personal development programs, institutes, and volunteer and service opportunities. Income from this fund will be used annually to support training materials, guest lecturers and other programming needs.

32. Geneseo First Response Fund

Minimum Endowment: \$50,000
Estimated Income: \$2,500

Geneseo First Response is an organization of student volunteers that provides emergency services to the campus. Income from this fund will provide funding for training in new emergency services techniques and the purchase of state-of-the-art equipment to support this important program.

33. Library Director's Discretionary Fund

Minimum Endowment: \$25,000
Estimated Income: \$1,250

Income from this fund will provide the director with the needed flexibility and resources to deal with unforeseen student needs and special program initiatives. This fund will permit the director to respond quickly to changing situations and take advantage of new opportunities for programming.

34. Library Acquisition Fund

Minimum Endowment: \$25,000
Estimated Income: \$1,250

The Milne Library collection of books and scholarly journals is today supplemented by the Internet and students' ability to search online. However, the library's book acquisitions program remains a costly, yet essential, part of providing a liberal arts education of the highest quality. Gifts to permanently endow a library-acquisition fund will continue the tradition of pride in our library's resources.

35. Multicultural Programming Fund

Minimum Endowment: \$25,000
Estimated Income: \$1,250

Income from this fund would be used annually for programs such as lectures and film screenings on multicultural topics that will help support a diverse student body and a strong sense of community on campus.

36. Health Education Fund

Minimum Endowment: \$25,000
Estimated Income: \$1,250

Each year, income from this fund will be used to offer programs promoting good health in such critical areas as alcohol and drug abuse, nutrition and fitness, and the prevention of sexually transmitted diseases.

37. Career Development Programming Fund

Minimum Endowment: \$25,000
Estimated Income: \$1,250

Income from this fund will support programs that provide students with opportunities to learn about interviewing skills, resume writing skills, networking and other job search skills and techniques.

38. Greek Hall of Fame Fund

Minimum Endowment: \$25,000
Estimated Income: \$1,250

Income from this fund will be used to expand communications and programming to support Greek life.

39. Community Service Fund

Minimum Endowment: \$25,000
Estimated Income: \$1,250

Service is a core value of the College, and its students have embraced this value and incorporated volunteerism and community service into the College experience. Income from this fund will be drawn annually to offer mini-grants to students interested in establishing and sustaining community service programs, and for providing students transportation to local community service sites.

40. Alcohol and Drug Education Fund

Minimum Endowment: \$25,000
Estimated Income: \$1,250

Each year, income from this fund will be used to support programs promoting the responsible and legal use of alcohol and to enhance the availability and quality of

alternative social, cultural and recreational programs that foster the constructive use of students' free time.

41. Cultural Harmony Week Fund

Minimum Endowment:	\$25,000
Estimated Income:	\$1,250

Each year, income from this fund will be used to support the College's Cultural Harmony Week programs designed to support the College's core values of community and diversity and examine issues of cultural diversity and campus harmony.

II. Facilities Naming Opportunities

I. Campus-Wide Spaces

As spaces and facilities vary greatly across campus, these guidelines are intended to be used with considerable flexibility, but the amounts presented should be regarded as required minimum gift levels. Individual exceptions should be brought to the Foundation Board for approval.

The Naming of Buildings

Geneseo's buildings should be named with great care and only in the presence of what would broadly be considered to be an institutionally transformative gift well represented in the seven figures or greater. Consideration should also be given to placing a time horizon on such gifts beyond the expected life of the donor or 25 years. In securing such a gift a balance should be sought between donor recognition objectives and insuring that the naming decision will stand the test of time.

<u>Spaces</u>	<u>Gift Amount</u>
Common Areas	\$500,000
Classroom	\$250,000
Seminar Room	\$200,000
Unique Spaces	\$150,000 Up*
Conference Room	\$150,000
Lobby	\$150,000
Lounge	\$100,000
Laboratory Room	\$100,000 - \$350,000**
Faculty/Staff/Administrative Office	\$ 30,000

*Based on location and square footage (list can be provided upon request)

**Based on square footage

2. Unique Spaces

Minimum Gift Amount \$150,000

Examples of Available Spaces:

The College Green

Erwin Lobby

Gymnasium in Schrader Hall

ISC Atrium

MacVittie College Union Ballroom

MacVittie College Union Lobby

MacVittie College Union Patio

MacVittie College Union Fireside Lounge

MacVittie College Union Hunt Room

MacVittie College Union MOSAIC

Milne Library Lobby

South Hall Atrium

South Hall Lobby

Sturges Auditorium

Wadsworth Lobby

3. Athletics

	<u>Minimum Gift Amount</u>	<u>Duration of Naming Commitment</u>
Stadium (to be constructed)	\$ 3M	25 yrs.
Main Field	1.5M	25 yrs.
Second Field	1.0M	25 yrs.
Press Box	250K	20 yrs.
Team Rooms	100K each	20 yrs.
Sports Walk	350K	20 yrs.
Score Boards	50K each	10 yrs.
Field Box (2)	250K each	20 yrs.
Swimming Pool	2.0M	25 yrs.
Track	2.0M	25 yrs.
Hockey Rink	2.5M	25 yrs.
Team Room Merritt	100K	20 yrs.
Schrader Court	250K	20 yrs.
Saratoga Field	1.0M	20 yrs.
Varsity Field	750K	20 yrs.
Second Field	750K	20 yrs.
Tennis Courts	100K each	20 yrs.

4. Doty Hall

The Doty renovation project will be completed in 2012. The former recital hall will become a wonderful state-of-the-art auditorium of 4,942 sq. ft. in size and seating 216. The new hall can be named in recognition of a gift in the amount of \$1.0 million.

III. Naming of Annual Gifts

Geneseo welcomes annual gifts to support student scholarships, research, technology, internships and other institutional priorities. These annual contributions may be named, with a minimum commitment of \$5,000 per year when accompanied by a written commitment for five years. Annual contributions of smaller amounts, though not named, may be designated for a specific existing program, such as student scholarships.

IV. Policy on Gifts to Roemer Arboretum

Gifts of \$25,000 or greater for endowment or simply restricted to the Arboretum may be recognized by a planting and small plaque at the direction of the College.