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Effective Date: **September 17, 2020**

**POLICY**

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**ETHICS, FINANCE AND ADMINISTRATION**

# **Gift Acceptance and Naming Policy**

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**RESPONSIBLE OFFICE**

**Office of the Senior Vice President Development and Alumni Relations**

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## **I. Purpose**

Boston University solicits and receives donations to further its mission of education, research and service. The purpose of this Policy is to define the standards by which gifts will be accepted, repurposed, returned or redirected. An additional purpose of this Policy is to define the standards by which the University names a building, space, position, program or fund in connection with a donation to the University and the standards for removing a naming. The University is committed to the principles set forth in this Policy and encourages the cultivation and solicitation of charitable gifts in accordance with applicable laws and this Policy.

Boston University seeks to ensure that gifts to the University are in amounts appropriate for their use; that gift requirements and restrictions are acceptable to the University; that gifts are accepted and administered in a manner appropriate for a charitable institution; and that gifts support the mission and values of the University and do not compromise the reputation or value of the institution.

## II. Covered Parties and Responsibility

This Policy applies to Trustees of Boston University (the “University”) and to any member of the University community who solicits, accepts or manages gifts on behalf of the University. The Senior Vice President for Development and Alumni Relations is responsible for administering this Policy.

## III. Gift Acceptance Policy and Statement

### a. Gift Acceptance

Gifts are accepted when they contribute to the mission and needs of the University, in accordance with the following principles:

- A gift will not be accepted if, in the judgment of the University, it is too restrictive in purpose or the purposes are inconsistent with the University’s goals or objectives.
- A gift will not be accepted if, in the judgment of the University, it imposes undue or unacceptable financial, legal or other risks or burdens on the University.
- A gift will not be accepted if, in the judgment of the University, it would jeopardize the University’s tax-exempt status.
- A gift will not be accepted if the funds or property were acquired other than by legal means.
- A gift will not be accepted if, in the judgment of the University, it may undermine the University’s independence or compromise the University’s commitment to academic freedom.
- A gift will not be accepted if, in the judgment of the University, the intended purpose of the gift or being associated with the donor could compromise the University’s reputation or is inconsistent with the University’s values.

In certain circumstances and in accordance with applicable law, the University may treat a gift as anonymous, at the request of a donor. However, these donors are not anonymous to University leadership. The University will not treat a gift as anonymous to seek to prevent damage to the University’s reputation and will not treat as anonymous a

gift that otherwise would not have been accepted in accordance with the standards set forth in this Policy.

#### b. Return of a Gift

The University may return a gift to a donor if the University determines that it could cause damage to the University's reputation to be associated with the donor or to use the gift for its intended purpose.

#### c. Gift Repurposing

The University may repurpose a gift to a different University use if, due to changed circumstances or applicable laws or regulations, the gift cannot be used as originally intended by the donor.

If the terms of the gift agreement do not permit the gift being directed to a new use, the University will seek the necessary approvals in accordance with applicable law.

## IV. Naming Policy Statement

The purpose of this Naming Policy is to define how Boston University manages and approves the naming of a University building, space, position, program or fund in honor of a donor (a "Naming"). Naming is one way in which the University acknowledges the generosity of donors.

In considering a Naming, the University shall exercise judgment regarding the individual or entity to be recognized. In general, the University shall not approve a Naming where, in the University's judgment:

- The Naming is not aligned with the University's mission of education, research, and service;
- The Naming compromises the University's commitment to academic freedom;
- Being associated with the Naming could compromise the University's reputation or is inconsistent with the University values.

#### a. Duration of Naming

If not otherwise specified, a Naming is granted in perpetuity, except that, if the named entity ceases to exist, the naming period will conclude and the University will determine an appropriate way to recognize the original naming gift.

#### b. Removal of Naming

Notwithstanding section IV(a) above, the University reserves the right to terminate its obligations regarding a Naming if:

- The University determines that it could cause damage to the University's reputation to maintain the Naming or that the Naming is inconsistent with the University's values.
- The donor fails to fulfill the terms of the gift that is recognized by the Naming.

## V. Policy Revisions

The University will initiate a review and necessary revisions of this Policy every five years.

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END OF POLICY TEXT

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Categories: Ethics, Finance and Administration, Gifts, Outside Activities and Gifts Keywords: acceptance of gift, acceptance of gifts, charitable gifts, donor gift, gift, gift donation, gift repurposing, gift return, gifts, naming, removal of naming