

Floyd L. Wray Memorial Foundation, Inc.
dba Flamingo Gardens
Naming Gifts Policy

The Floyd L. Wray Memorial Foundation, Inc. (hereinafter referred to as the “Foundation”) has numerous opportunities to name properties, exhibits, and facilities in honor of persons or entities that have made important contributions to enable the mission of Flamingo Gardens Botanical Collection and Everglades Wildlife Sanctuary, (hereinafter referred to as “Flamingo Gardens”). All naming in recognition of an honoree must be consistent with the Foundation's role as a public trust. Accordingly, all such proposals shall be reviewed and approved in accordance with this policy, and with related Foundation policies and guidelines.

Guidelines for Naming Flamingo Gardens Properties, Exhibits, and Facilities

I. No commitment regarding naming shall be made to a donor or a non-donor honoree prior to approval of the related proposal for naming. Each proposal shall be made in writing in accordance with these guidelines. The proposal and record of the action taken shall be maintained in the permanent archives of the office of administration.

II. Each proposal for naming shall be considered on its merits and not because a gift meets a particular predetermined goal. In this regard, all due attention shall be given to both the long-term and short-term appropriateness of a naming.

III. A proposal for naming shall include documentation of the following:

- A. A thorough analysis of the proposal in relation to naming policy and guidelines, as well as a financial review;
- B. A consultation process to provide the benefit of the collective institutional memory with regard to naming activities. The process shall involve one of the following: (1) a standing committee on naming to include Foundation staff representation; (2) or the Executive Director.
- C. Approval by the majority of the Foundation’s Board of Trustees

IV. When a facility or area is named in recognition of a donor or a non-donor honoree, that

name will generally be effective for the useful life of the facility, the property, or the designated use of the area. If a facility or property must be replaced or substantially renovated, or the use of an area re-designated, it may be named for a new donor, subject to the specific terms & conditions set forth in any gift agreements related to the prior naming.

V. In any proposal for naming a program in recognition of a donor or a non-donor honoree, consideration should be given to ensure that any associated endowment will be sufficient to sustain the program, since the naming shall be in effect for the life of the program.

VI. When the proposed naming of a facility or property would recognize an individual, policy requires the complete name of the individual be used. The last name of the individual so honored may be used in referring informally to the facility and may be used on the name plaque affixed to the facility.

VII. Naming in honor of an individual with no monetary gift involved:

- A. No commitment for naming shall be made prior to approval of the proposed name.
- B. A proposed honoree shall have achieved distinction in one or more of the following:
 1. While serving the organization, the individual has demonstrated high scholarly distinction and has earned a national or international reputation in that capacity;
 2. While serving the organization in an important administrative capacity, the individual has rendered distinguished service which warrants recognition of the individual's exceptional contributions to the welfare of Flamingo Gardens;
 3. The individual has contributed in truly exceptional ways to the welfare of the organization or achieved such unique distinction as to warrant recognition.
- C. When an individual has served the organization in an academic or important administrative capacity, or has served the community, state, or nation in an elected or appointed position, a proposal may be made for naming in honor of the individual on the earlier of the following:
 1. two years after retirement or other separation from the Foundation or from elected or appointed office; or
 2. two years after the person's death, if the person had not yet retired or

otherwise separated from the Foundation or Flamingo Gardens.

VIII. Naming involving a gift

A. The executive Director, Director of Development, and/or Capital Campaign

Chair as appropriate, shall review draft language for a gift agreement that includes the proposed naming of property, exhibit, program, or facility in recognition of the gift.

1. No commitment for naming shall be made prior to approval of the proposed name.
2. In reviewing requests for approval of naming, consideration shall be given to:
 - a. the significance of the proposed gift as it relates to the realization and/or success of the project or to the enhancement of the project's usefulness.
 - b. the urgency of need for the project or for support funds for the project;
 - c. the eminence, reputation and integrity of the individual or entity whose name is proposed; and
 - d. the relationship of the individual or entity to Flamingo Gardens.
3. The gift shall constitute a significant portion of the total cost of the project to be named. The gift shall either: (1) fund the total cost of the project to be named; or (2) provide substantial funding for that portion of the total cost which would not have been available from another source.
4. To avoid any appearance of commercial influence or conflict of interest, additional due diligence should be taken before recommending the naming of a major program or area, building, open space, or roadway that involves the name of a corporation or a corporate foundation. The naming for an individual associated with a corporation should be handled as any naming for an individual.
5. Corporate names may be used to designate individual property, as well as endowments and fellowships. Plaques in public spaces and within buildings may recognize the contributions of corporations. The size,

design, and wording of plaques and other signs that acknowledge corporate generosity and express Foundation appreciation should be modest in size and exclude logos to avoid the appearance of advertising.

6. A naming conferred in recognition of a pledge is contingent on fulfillment of that pledge and will be approved on that condition.
7. When a proposed naming for an individual is accompanied by a gift, and the individual to be honored is serving the Foundation or Flamingo Gardens in an academic or administrative capacity, or is serving the community, state, or nation in an elected or appointed position, the naming may take effect upon approval.
8. To avoid any appearance of political influence, lobbying, or conflicts of interest, no naming opportunity, tribute or dedication may contain language that may be perceived as an endorsement of a political party, cause, or movement; nor may it obtain language that may appear to lobby in support of a political party, cause or movement.

IX. Renaming

A proposal to rename a facility or area or to add a second name shall adhere to the criteria outlined above. In addition, these principles shall be followed:

- A. Any proposal to rename a facility or area or to add a second name in recognition of a gift shall be reviewed by the Foundation's Board of Trustees. The review shall include any gift documents pertaining to the original gift and related naming, as well as the gift documents pertaining to the subsequent gift and proposed renaming.
- B. When a facility that has been named in recognition of a gift or an individual has reached the end of its useful life and will be replaced or substantially renovated, the replaced or renovated structure may be renamed in recognition of another gift.
- C. When an area named in recognition of a gift or in honor of an individual will be developed for another use, the new facilities may be named in recognition of new gifts.

- D. Appropriate recognition of earlier donors and honorees shall be included in or adjacent to new and renovated facilities, as well as in redeveloped areas.
- E. When a facility or area is proposed for renaming, Foundation representatives will make all reasonable efforts to inform in advance the original donors or honorees and their immediate family members.

X. The Foundation shall designate a representative to coordinate all proposals for naming, maintain records on gift documentation and the related consultation process, and assure consistency in donor and public communications related to each gift and its restricted use.

XI. The Foundation reserves the right to rename a facility or area if the proposed new use is not consistent with the current naming restrictions, or circumstances change such that the use of the name compromised the public trust and reputation of the Foundation. If the Foundation proposes to change the function of a named facility or area, it must document the review of related gift agreements to determine if the proposed use is consistent with the restrictions that may have been previously stipulated. If the proposal for change in use is inconsistent, the General Counsel of the Foundation shall be consulted. If at any time following the approval of a naming, circumstances change substantially so that the continued use of that name may compromise the public trust, the Foundation will consult with the General Counsel of the Foundation regarding future action.