



## Flamingo Gardens, Inc. Naming Gifts Policy

Flamingo Gardens, Inc. (hereinafter referred to as the “Gardens”) 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.

All naming in recognition of an honoree must be consistent with the Gardens' role as a public trust. Accordingly, all such proposals shall be reviewed and approved in accordance with this policy, and with related Gardens policies and guidelines.

### **Guidelines for Naming Flamingo Gardens Facilities, Spaces, Endowments and Programs**

**I. Naming is Honorary.** Naming a facility, space, endowment or program for an individual, organization or corporation is one of the highest honors that the Gardens can bestow. This recognition is a lasting and powerful affirmation of the honoree's connection to the Gardens' mission. As such, honorees shall have exemplary character, an unqualified reputation for honesty, personal integrity and the highest standards of personal and professional ethics.

**II. Approval Process.** 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.

- A. 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.
- B. A proposal for naming shall include documentation of the following:
  1. A thorough analysis of the proposal in relation to naming policy and guidelines, as well as a financial review;
  2. 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 Wray Foundation Board representation; (2) or the Executive Director.
  3. Approval by the majority of the Gardens' Board of Directors



## Flamingo Gardens, Inc. Naming Gifts Policy

4. Every reasonable effort will be made to ensure that a naming request will be acted upon within sixty (60) days of the initial submission of that request to the Committee.

**III. Duration of Naming.** 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. All gift agreements shall include the requisite conditions for continued recognition including but not limited to, paragraph X. Morality clause of this policy.

**IV. Program Endowments.** 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.

**V. Use of Honoree's Name.** When the proposed naming of a facility or space 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.

**VI. 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 distinction and has earned a national or international reputation in that capacity;
  2. While serving the organization in an important professional or administrative capacity, the individual has rendered distinguished service which warrants recognition of the individual's exceptional contributions to the welfare of Flamingo Gardens;



## Flamingo Gardens, Inc. Naming Gifts Policy

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 a professional 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 Gardens 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 Gardens.

### **VII. 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 program, space, endowment 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.
    - e. A bequest or legacy gift from a donor who is still alive will not normally be considered for a naming opportunity.
    - f. Flamingo Gardens shall attempt to secure from the naming donor an endowment for maintenance of the building, although this is not required for the naming.



## Flamingo Gardens, Inc. Naming Gifts Policy

3. The gift shall constitute a significant portion of the total cost of the project to be named. The following guidelines should also be taken into consideration in determining a significant level of financial support in a given situation:
    - a. New facilities, including buildings, gardens and other spaces--fifty percent (50%) of construction costs or one million dollars whichever is less.
    - b. Renovation of facilities--seventy-five percent (75%) of the cost of renovating a facility.
    - c. Existing facilities without renovation--seventy-five percent (75%) of the fair market value of the facility.
    - d. Endowed positions--full funding of the endowment.
    - e. Programmatic Entities--determined on a case-by-case basis.
  4. Naming of a facility, space, garden, habitat, endowment, or program does not imply any right by the donor to design or manage the space or anything that happens within it.
  5. Naming of a facility, space, garden, habitat, endowment, or program shall not be allowed if such a corporation or organization is associated with one of the following industries or enterprises: tobacco, alcohol, drugs or pharmaceuticals, gambling, or adult entertainment.
  6. The Wray Foundation Board shall have the right to endorse or reject naming suggestions from medical institutions or medical professionals.
- B. Duration of Naming. Naming of facilities, spaces, endowments, and programs in honor of individuals is generally expected to last the lifetime of the facility, space, garden, habitat, endowment or program. Naming of facilities, spaces, endowments, and programs in honor of corporations or other organizations will have a set number of years attached to the naming which will be determined on a case-by-case basis and listed in the signed gift agreement. Naming associated with a particular facility, space, endowment, or program will not preclude further naming within the facility, space, endowment, or program.
1. 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,



## Flamingo Gardens, Inc. Naming Gifts Policy

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.

2. Corporate names may be used to designate individual spaces, as well as endowments and programs. 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 Gardens appreciation should be modest in size and exclude logos to avoid the appearance of advertising.
3. A naming conferred in recognition of a pledge is contingent on fulfillment of that pledge and will be approved on that condition. Normally, half of the required gift must be in hand and an agreement for payment of the balance must be signed before the space is formally named or a naming sign or plaque is installed. However, there will be occasions when exceptions may be made due to unusual circumstances; for example, to recognize the lifelong service and generosity of an individual or couple, including planned gifts not specifically targeted by the donor(s) for this purpose.
  - a. Failure to complete payment of the pledge is grounds for termination of the naming.
4. When a proposed naming for an individual is accompanied by a gift, and the individual to be honored is serving Flamingo Gardens in a professional or administrative capacity, or is serving the community, state, or nation in an elected or appointed position, the naming may take effect upon approval.
5. 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 contain language that may appear to lobby in support of a political party, cause, or movement.



## Flamingo Gardens, Inc. Naming Gifts Policy

### VIII. 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 Gardens' 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 of 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, Gardens' representatives will make all reasonable efforts to inform in advance the original donors or honorees and their immediate family members.
- F. Should a named donor express a desire to change the naming designation, it will be the responsibility of said donor to pay for all expenses associated with the change.
- G. The Gardens reserves the right to rename a facility or area if in the sole judgment of its Board of Directors 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 Gardens. If the Gardens 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.



## Flamingo Gardens, Inc. Naming Gifts Policy

**IX. Gardens Representative.** The Gardens 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.

**X. Morality.** If at any time the donor fails to conduct himself, herself or itself without due regard to public morals and decency, or if the donor commits any act or becomes involved in any situation or occurrence tending to degrade the donor in the community, or which brings the donor into public contempt or scandal, or which materially and adversely affects the reputation or business of Flamingo Gardens, whether or not information in regard thereto becomes public, the Gardens shall have the right to remove donor's recognition rights.

**XI. Use of Wray Name.** Wray Foundation and/or Floyd and Jane Wray shall be recognized with all Naming Gifts opportunities in the following ways:

- A. All primary signs (e.g. road sign, entrance sign) shall incorporate the phrase "The Wray Memorial Foundation".
- B. All named buildings as defined by this policy shall include a plaque within the buildings with the addendum "Special thanks to our Founders Floyd and Jane Wray."
- C. All named botanical collections shall bear the addendum "Part of the Wray Botanical Collection." Botanical collections shall be defined as a large group of like genus of varying species as opposed to a garden of varying genus.
- D. All named wildlife habitats shall bear the addendum "Part of the Everglades Wildlife Sanctuary."
- E. A Bust of Floyd and Jane Wray shall be located in a prominent place at all times.
- F. The Executive Director of Flamingo Gardens shall be the final word regarding inclusion, or not, of the Wray name in all marketing, media and advertising material.