



Naming Policy for Capital Projects

TAAA MISSION

The Tucson Amateur Astronomy Association, Inc. is a private non-profit organization whose mission is to promote interest in, knowledge about and enthusiasm for the night sky and celestial wonders. It provides opportunities for members and the public to share the joy and excitement of astronomy through observing, education and fun.

PURPOSE

TAAA seeks to appropriately recognize donors by providing opportunities to name proposed and existing buildings, facilities, endowments and scholarships at its facilities in honor of a naming donor, a member of the donor's family, a company or organization or other worthy individual. Gifts from a naming donor should have an extraordinary impact on TAAA and be approved by the board.

NAMING OF BUILDINGS

For new construction, a gift should be not less than 25% of the total projected costs or 25% of the fund raising goal whichever is appropriate. Alternately, a gift could be one which creates an endowment to support not less than 10% of the anticipated annual operating costs of the new facility.

For renovation of an existing structure the gift should be not less than 20% of the total project costs.

NAMES OTHER THAN BUILDINGS

Names may be considered for rooms, equipment, spaces or other owned property of TAAA or for benefits granted such as a TAAA scholarship. Naming of these types of property or benefits will be recommended by TAAA members to the board of directors. Minimum gift levels will take into consideration the visibility of the defined area, the nature of the activity housed in the named area, the attractiveness of the area. The appropriate level of contribution for each respective item of property to be named will be determined on a case by case basis by the board of directors of TAAA.

MODIFICATION

As modifications are made to property over time, situations may occur where it is in the best interest of TAAA to relocate, modify or relocate property. In the event modifications to named property are required or recommended, appropriate members of the Board should be involved in the process to insure the original purpose of the naming and donors' wishes are preserved as appropriate. Any building or property named by the board of directors for a non-donor honoree may be changed at any time by the board of directors.

APPROVAL PROCESS



When a facility or area is named in recognition of a donor or a non-donor honoree or a benefit named, that name will generally be effective for the useful life of the facility or the designated use of the area or benefit. If a useful life expires and/or it must be replaced or substantially renovated, or the use of an area re-designated, it may be named for a new donor or honoree, subject to the specific terms and conditions set forth in any gift agreement with the donor related to the prior naming action.

Any proposal to name a building or an area within an existing building to commemorate an individual for his or her loyalty, dedication, and/or service to TAAA must have prior approval of the President before discussing with the honoree or the family of the honoree; and, is subject to approval by the board of directors.

The TAAA board of directors retains final approval for all naming opportunities at TAAA. However, to expedite the approval process the board of directors authorizes the President to appoint a naming committee to consider alternatives for naming offers during of fundraising efforts, to be confirmed by the board of directors.

No commitment regarding naming shall be made to a donor or a non-donor honoree prior to approval of the related proposal for naming.

Adopted by TAAA Board of Directors at the regular meeting January 2016