NAMING OPPORTUNITIES POLICY

PURPOSE

The Appleton Public Library Board of Trustees (the “board”) welcomes mission-compatible financial support from the community when it is within the best interests of the library.

The board considers the granting of Naming Opportunities the highest distinctions it can bestow.

While all donors to the Building Beyond Words Capital Campaign will be recognized via a donor tier structure yet to be determined, this policy applies specifically to Naming Opportunities in connection with Appleton Public Library’s Building Beyond Words Capital Campaign. This policy establishes a procedure in which donors shall be recognized for donations that are eligible for Naming Opportunities within the Building Beyond Words Capital Campaign (see Attachment A: Menu of Naming Opportunities).

The Building Beyond Words Capital Campaign is in collaboration with the Friends of Appleton Public Library, who are carrying out the fundraising, and the City of Appleton, who is overseeing construction of the facility.

Please see the library’s Gifts and Donations Policy, or contact the Friends of Appleton Public Library, for other methods of supporting the library’s ongoing programs and services.

DEFINITIONS

1. Naming Opportunities – name of room, area, collection, space, equipment, artwork, technology or other interior or exterior space in honor or memory of living or deceased individual, corporation, foundation, or organization as grateful recognition of the donor’s gift.

2. Gift – a voluntary and irrevocable pledge paid to the Friends of Appleton Public Library in the form of a one-time contribution, or in multiple contributions over a period of several years. Stocks can also be provided as a gift. In kind gifts may be accepted should those gifts be convertible to cash or have a value to the campaign.

3. Building Beyond Words Capital Campaign – This is a specific campaign to renovate and expand the current library.

4. Friends of Appleton Public Library (“Friends”) - The Friends are a 501(c)(3) organization whose mission is to support the library by advocating and raising funds to provide enhanced programs and services for the community.

POLICY

1. The Board has the sole and absolute discretion regarding Naming Opportunities.

2. Naming Opportunities will be memorialized in a Naming Recognition Agreement which will grant Donor specified Naming Opportunities to a particular space ("Named Space"), subject to acceptance of the Donor's gift and approval of such naming by the Board and consistent with this Policy.

3. In no event will the Donor be provided with any decision-making power over the library on operational or capital decisions, or in any other library process or activity. The Board reserves the right to refuse gifts that are not consistent with the Capital Campaign.

4. Gifts are being made to the Friends with the understanding that it is to be used for the Building Beyond Words capital campaign. Should the project not proceed, be terminated, or city funds no longer be available, the donor reserves the right to rescind the gift or redirect it towards an endowment that supports library grants.

5. Gifts will be used to enhance, not replace the City of Appleton's existing project funding or future operational support.

6. If the entire Gift amount is not received by the Friends as agreed upon, the Board may, in its sole discretion, remove the Donor's recognition of the Named Space and offer the Donor an alternate recognition opportunity appropriate to the total amount of the Donor's Gift.

7. Holding of funds
    a. Gifts to the capital campaign will be held by the Friends and will be segregated from other Library or Friends assets.
    b. These funds will be overseen by the Friends and distributed in agreement with the City and the Library Board for the purposes agreed upon.

8. Acknowledgement
    a. Naming Opportunities for a room, area, space, or furnishing, shall not extend beyond its normal, useful life.
    b. The Board reserves the right to choose the wording, size, location, and style of recognition. Visual recognition of a Named Space will adhere to library brand standards, including exterior and interior signage, logos, letterhead, and all other representations of the library's identity.

9. Modification
    a. The library may make changes to signage to maintain and update facilities but will make efforts to ensure that the signage still reflects the appropriate recognition for the donor.
    b. If during the useful life of the Named Space, the space is closed, deconstructed, destroyed, severely damaged, significantly renovated, upgraded, modified, or replaced, then the Naming Opportunities shall cease. The donor, if available, and in

consultation with the library, will have the right to have another space named for the duration of the Naming Recognition Agreement.

c. Donors who request changes to their recognition signage will be considered by the Board. Changes that require additional expense will be done at the donor's expense.

10. Termination of Naming. The Board reserves the right to alter or terminate a Naming Recognition Agreement in the following cases:
    a. In the event of the default in payment of the gift, or
    b. In the unusual circumstance that the Board determines in its reasonable and good faith opinion that circumstances have changed such that accepting the gift, or the Naming chosen by the Donor would adversely affect the reputation, image, mission or integrity of the Library or the City of Appleton should there be continued association with the Donor and the continued Naming.
    c. Should the Naming Recognition Agreement be terminated, the Board, the library and the City of Appleton shall have no further obligation or liability to the Donor and shall not be required to return any portion of the gift that has already been paid. The Board may choose an alternative recognition for the portion of the gift that has been received in its sole discretion.

11. Procedure
    a. Naming Opportunities must be approved by the Board in accordance with the Naming Recognition Agreement.
        i. The Friends will verify that all donors are in good standing in accordance with this policy.
        ii. Upon verification, the Library Director will provide a written summary of the Naming Opportunities that are recommended for approval including the name of the donor, their donor tier, and how they would like to be publicly acknowledged.
        iii. Upon approval by the Board, a Naming Recognition Agreement shall be finalized and signed by the Library Director and a donor representative.
    b. The “Stacks of Support” naming initiative enables donors who have contributed $5,000 or more to the Building Beyond Words Capital Campaign to name a book stack within the library. The initiative provided donors the opportunity to select from designated areas of the collection.
        i. The Friends will verify that these donors are in good standing in accordance with this policy.
        ii. Upon verification, the Library Director is authorized to execute and finalize the Stacks of Support Naming Recognition Agreement with the donor representative.

Reviewed by the Friends Steering Committee 4/12/2022.

Approved by APL Board of Trustees 4/2022; 11/2022; 11/2024; 1/2025