

## **Naming and Donor Gift Recognition Norms**

These norms are set forth for the Diocese of Cheyenne (“Diocese”), its administration, staff, parishes, schools, other Catholic institutions and donors, to assist in implementing the process and procedure for naming opportunities and the recognition of major gifts.

### **1. Introduction:**

When the Diocese of Cheyenne (including its places of worship, parish facilities, schools and other Catholic institutions) builds, remodels or purchases physical structures within the Diocese, or purchases new elements within existing space, or at the time of historic celebrations, consideration may be given honoring or memorializing individuals or groups for their contributions. While such honors and recognitions are fitting, careful thought must be given to the way this takes place, the symbolism of the naming, and its impact on the Diocese and the community at large.

“Naming” is when a building, expansion, renovation, structure, object, landscaping, organization, fund or foundation is named after a mystery of the faith, a particular saint, blessed, servant of God or deceased person (e.g., pope, cardinal, bishop, priest, deacon, religious or lay person), with the name often determined by the donor(s) of the building, installing, founding or fundraising entity. “Naming” either seeks the inspiration of some aspect of the faith, the intercessions of a particular saint, blessed or servant of God, or recognizes and honors the significant contribution(s) of an individual, individuals or group because of their exemplary life and service or their financial contribution.

When a gift is made and naming opportunities are considered, serious consideration and preference is to be given to naming in honor of a mystery of the faith, a particular saint, blessed, or servant of God.

### **2. Naming for Donor Recognition**

No diocesan, parish’s, school’s or other Catholic institution’s building, expansion, renovation, structure, object, landscaping, organization, fund or foundation shall be named for any mystery of the faith, saint, blessed or servant of God, individual, individuals or group, or otherwise be given a designation in honor of that mystery of the faith, saint, blessed or servant of God, individual, individuals or group without the advanced written consent and approval of the Bishop of Cheyenne. This written consent shall be on file at the Chancery.

When building, expanding, renovating, planting, purchasing, forming or founding is considered, any potential naming opportunities shall be considered as a part of the overall planning process for the entire project. Individuals given the responsibility for cultivating and soliciting gifts from donors in which a “naming” gift is considered; shall cultivate and solicit such gifts according to the principles stated below, and shall confer

with the Bishop, or his designated staff person, throughout this donor cultivation and solicitation process.

All proposals to dedicate, name or designate any building, expansion, renovation, structure, object, landscaping, organization, fund or foundation referred to in the preceding paragraphs, including all draft letters of understanding, if needed, and supporting explanations and justifications, shall be submitted to the Bishop in writing for his approval.

All proposals must be approved in writing by the Bishop prior to any commitment with a proposed honoree or donor.

Honoree names proposed for a building, portion or portions of a building, expansion, or renovation shall be reviewed by the Bishop on a case-by-case basis. The "naming" gift should cover at least 50 percent of the total project cost.

The "naming" gift may also come from a group of donors who have a common desire to support the name being proposed. As an example, a designated group from inside or outside the Diocese may collectively support a construction, expansion or remodeling project, which may be named after a particular mystery of faith, saint, blessed or servant of God, or a deceased individual (e.g., pope, cardinal, bishop, priest, deacon, religious or lay person).

Naming opportunities for objects, ornamental structures, fountains, landscaping, and similar features will typically require the gift to cover the full cost of the project and maintenance, with no additional general fundraising, whether by the Diocese, parishes, schools or other Catholic institutions. The Bishop will determine, on a case-by-case basis, whether certain naming opportunities will require the gift to cover the full cost of the project and a maintenance fund.

When a group seeks to make a collective "naming" gift, it is important that, as gifts are solicited for this purpose, donors be made aware that their gift shall be used for the purpose of funding this specific "naming" opportunity.

Additional requirements apply to donor recognition and naming for temporarily restricted gifts that do not involve a building or permanent architectural feature. In cases where a donor's name is associated with a gift to create a new ministry, scholarship or program, the gift must be at least \$5,000. These gifts are given with the understanding and intent they will be fully spent to advance programs and missions of the Church. These temporarily restricted gifts involving donor recognition are also subject to the Bishop's approval.

**3. Issues Affecting Naming Rights for Donor Recognition**

- a. The Diocese, parish, school or other Catholic institution, shall enter and execute an agreement setting forth the general terms and conditions concerning the named gift, including the circumstances that could result in the retirement or removal of a name according to Sections 6 and 7.
- b. The donor and the honoree recognize and agree that this naming opportunity is an issue of ecclesial and theological significance. Therefore, all decisions regarding the retirement or removal of the honoree's name shall be made by the Bishop of the Diocese of Cheyenne; and all such decisions regarding removal and revocation shall be final and not subject to any right of redress or appeal, whether canonically, administratively or in any other court of jurisdiction.

**4. Issues Affecting Naming Rights Other Than Donor Recognition:**

- a. The individual whose name is being considered must be deceased for a minimum of five (5) years, with preference given to those individuals deceased for ten (10) years or longer. This time limitation will allow the Diocese to determine whether that individual's virtue and memory is enduring.
- b. This restriction is not just for building, expansion, renovation, structure, object, landscaping, organization, fund or foundation, but also includes sections or rooms within a building, expansion, renovation, structure or landscaping.

**5. Other Considerations**

When evaluating the appropriateness of a name, the Bishop shall consider any current issues surrounding the name, and shall determine whether any of the following factors apply:

- Will the passage of time lessen the emotional response regarding this person?
- Should this person's name be recognized in perpetuity?
- If not, how long should the name be recognized?
- Did this person serve in a capacity that would allow the larger community to easily make a connection to the facility that shall bear this person's name?
- What would be the response of the larger community to the use of this person's name for the building or room?
- Is there an opportunity, by using this person's name, to make a faith-based statement relative to the mission of the Diocese of Cheyenne?

The naming gift opportunity, specifically submitted in writing, is to be approved by the Bishop. The naming gift opportunity shall be secured only by written confirmation of a documented gift or written confirmation of a pledge payable over no more than five (5)

years. If the multi-year pledge is not paid in full within five (5) years, the Bishop may, in his sole discretion, revoke the naming opportunity. If the naming opportunity is revoked, no payments made by the donor are subject to reimbursement back to the donor. The Bishop may decide, on a case-by-case basis, whether the five (5)-year payment period may be extended for a longer period to allow the pledge to be completed.

#### **6. Retirement of a Name**

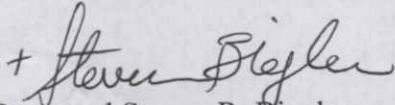
All property subject to a "naming" gift under these guidelines will cease to carry the honoree's name on the earliest of the following situations:

- The expiration of an agreed upon time period.
- Subsequent major remodeling or renovation that substantially changes the buildings, structures or landscaping.
- Sale of the property.
- Damage that is not possible to repair or the repair is too expensive to undertake.
- Destruction of the property.
- The honoree's name being removed pursuant to those conditions listed in the following Section 7. Removal of a Name.
- Estate and other deferred gifts shall be reviewed on a case-by-case basis.

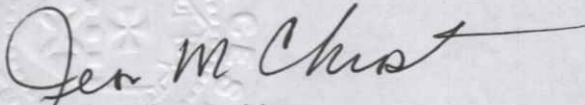
#### **7. Removal of a Name**

The Bishop of Cheyenne has full authority to remove the name of any individual, individuals or group, if anything is revealed to the Bishop about the honoree, whether the honoree is living or deceased, which is notorious or contradicts to the teachings, morals, purpose or mission of the Catholic Church and the Diocese of Cheyenne. If such information is revealed, the honoree's name may be removed from all places and/or locations within the Diocese which recognize the honoree.

Given in Cheyenne, Wyoming on November 17, 2020.



Most Reverend Steven R. Biegler  
Bishop of Cheyenne



Jean M. Chrostoski  
Chancellor