



<p>Entities Affected By This Policy</p>	<p>Individuals, foundations, non-profit organizations, businesses/corporations, and other entities that make charitable contributions to Ruffner Mountain Nature Coalition, Inc.</p>
<p>Who Needs To Know About This Policy</p>	<p>This Policy governs employees and the Board of Directors that interact directly with donors and prospective donors.</p> <p>This Policy is relevant to donors and prospective donors as part of pertinent gift discussions, as well as partners and other leaders who play important roles in Ruffner Mountain fundraising efforts.</p>
<p>Definitions</p>	<p><i>Donor:</i> An individual, foundation, non-profit organization, business/corporation, or other entity that makes a charitable contribution to the organization.</p> <p><i>Memorial and Commemorative Naming:</i> any statue, monument, sculpture, plaque, sign, memorial, or other structure or landscape feature, including a garden or memorial grove, designed to perpetuate the memory of a person, organization, corporation, group, event, or other significant element of history.</p> <p><i>Charitable Contribution/Gift:</i> As stated by the U.S. Internal Revenue Service (IRS), a donation or gift to, or for the use of, a qualified organization. The gift is voluntary and is made without receiving, or expecting to receive, anything of equal value. Note: Ruffner Mountain Nature Coalition, Inc. is qualified as a charitable organization under Section 501(c)(3) of the IRS Code.</p> <p><i>Nature Preserve:</i> A protected area of importance for flora, fauna or features of geological or other special interest, which is managed for conservation and to provide special opportunities for research, study, or deepening one's appreciation and connection to nature.</p> <p><i>Ruffner Mountain:</i> The sum total of all land, historical features, facilities, equipment, and programs managed and administered by Ruffner Mountain Nature Coalition Inc.</p> <p><i>Board of Directors:</i> 8 to 15 volunteer members with collective policy-setting authority. The term is applied to all current or sitting members of the Board of Directors of Ruffner Mountain Nature Coalition, Inc.</p>
<p>Reason for Policy / Purpose</p>	<p>The Commemorative Naming &amp; Memorial Policy helps ensure that gifts with associated naming or memorial rights are managed in a consistent manner, and according to established Ruffner Mountain Nature Coalition, Inc. policies. It is also designed to provide donors with equitable, consistent, and appropriate recognition and stewardship for their support. This Policy applies to all naming or memorial gifts to the organization.</p>
<p>Duration</p>	<p>The policy may be revised by a vote of the Board of Directors as necessary to meet changing circumstances. Proposed amendments shall be submitted to the Board of Directors for approval.</p>

## **Memorial & Commemorative Naming Policy Statement**

To be permanently commemorated is a high honor, affording a degree of recognition that implies significant importance. Ruffner Mountain Nature Coalition, Inc. recognizes the wish of many to honor loved ones or recognize significant contributions, but it is important to remember that Ruffner Mountain is a nature center and preserve that is not only enjoyed by a wide range of users, but also managed to educate and protect natural ecosystems. At the same time, the excessive or inappropriate use of memorials—especially commemorative naming—diminishes its value as a tool for recognizing people or events that are truly noteworthy. They can also divert attention and resources from the operations and mission of the organization. Therefore, Ruffner Mountain Nature Coalition, Inc. will limit proliferation of memorials and commemorative naming.

This policy has been produced with the following guiding principles:

- To balance the contrasting needs of flora, fauna and people
- To ensure that the primary intent of the organization is not compromised
- To establish responsibility for the maintenance, repair and replacement of memorials
- To be respectful and sympathetic to those seeking to install a memorial without compromising the organizational resources and capacity
- To be located in surroundings relevant to its subject and constructed of materials suitable to and compatible with the local environment

### **1. Memorials - General Terms**

- 1.1.** Ruffner Mountain will maintain a list of available memorial options. Memorial options are based on availability, organizational capacity and are subject to change.
- 1.2.** All applications for memorials should be made using the Memorial Application Form by the applicant. The application will be reviewed for approval by appropriate staff.
- 1.3.** All memorials must be paid for by the applicant before the completion of installation.
- 1.4.** Ruffner Mountain will attempt to accommodate the wishes of applicants, but it may refuse or limit the number of available memorials in a particular year.
- 1.5.** Ruffner Mountain accepts no responsibility if a memorial is damaged, vandalized or stolen.
- 1.6.** Ruffner Mountain reserves the right to remove memorials at any time.
- 1.7.** Ruffner Mountain will only permit memorials to individuals or groups, in exceptional circumstances, such as a historic event. Applications for deceased pets will not be considered.
- 1.8.** No additional mementos e.g. vases, statues, flowers, wreaths, balloons or other ornamentation shall be permitted on or around the memorial.



## 2. Commemorative Naming - General Terms

- 2.1. Commemorative Naming terms apply to any unit of Ruffner Mountain, including but not limited to: facilities, land, programs, historic structures, trails, exhibits, signage or natural features, including land.
- 2.2. To protect against commercialization: company names, corporate logos, insignias, advertising, marketing slogans, brands or direct advertising shall not be used in the preserve or unit naming text.
- 2.3. Commemorative naming requires compelling justification for recognition, and evidence that naming is the best way to express the association between Ruffner Mountain and the person, group, event, or other subject being commemorated.
  - 2.3.1. Having worked at, served on the board of directors, or having made a monetary or other type of donation to Ruffner Mountain, is not necessarily compelling justification for recognition.
  - 2.3.2. In general, compelling justification for a commemorative naming will not be considered unless:
    - the association between Ruffner Mountain and the person, group, or event is of exceptional importance; and
    - in cases where a person or event is proposed for commemoration, at least five years have elapsed since the death of the person (or the last member of a group), or at least 25 years have elapsed since the historic event; or
    - contribution of a minimum of 60% of the capital construction costs; and
    - provision of a minimum 40-year endowment for the continued maintenance and/or programming of the preserve/facility.
  - 2.3.3. Endowed funds are designed to provide perpetual support to a designated area. To establish a named endowed fund, a gift must meet the funding minimum set by the Board of Directors.

### Prior Procedures

Memorials and commemorative naming have existed at Ruffner Mountain prior to this policy adoption.

Memorials and commemorative naming in existence at Ruffner Mountain at the time of the adoption of this policy shall remain in effect, subject to future renaming consistent with this policy and subject to restrictions in any gift agreements related to prior naming action.