

Philanthropic & Honorific Naming Policy

1. Purpose

- 1.1. The policy sets out LSE's coordinated approach to all naming opportunities, both honorific and philanthropic. If there are details or elements that apply to one type of naming and not the other, this is specified within the document.
- 1.2. The guidelines and approvals processes set out in this policy must be followed by all School Staff involved in naming and recognition.

2. Context

- 2.1. As a global community of people and ideas founded to support the betterment of society, LSE recognises the importance of communicating and demonstrating the contributions of those who have enabled us to meet our mission. Naming buildings, spaces, facilities, and academic entities in honour of those who have had an impact on the School, demonstrates our gratitude and raises awareness in a public and formal way.
- 2.2. The motivation for naming is to recognise exceptional or significant contribution to the School. This may be through leadership, academic excellence, outstanding achievement, close association with the School or philanthropy.
- 2.3. Naming may be in the form of academic posts, scholarships, buildings, facilities, and other areas of activity. This recognition increases public awareness of the individual/entity it is named for and, in the case of naming related to a donation, reinforces the culture of philanthropy that the School was founded on.

3. Scope and definitions

- 3.1. This policy applies where:
 - the School wishes to recognise a donor or funder's philanthropic generosity through naming (where this policy works in conjunction with the External Funding Acceptance Policy),
 - the School wishes to name a significant element of the Estate, or an Academic entity, after an individual of distinction, where there is no connection to philanthropy,
 - an individual or organisation's name will be documented on a physical or virtual board.

3.2. Definitions:

- **PAGE:** Philanthropy and Global Engagement Division.
- **Philanthropic income:** A donation, or gift, is a voluntary transfer of money by an individual or organisation, made with philanthropic intent for the benefit of the institution. LSE actively seeks and can accept donations as set out in the in the External Funding Acceptance Policy. Where applicable, this policy and associated procedures also apply to other income secured by PAGE income generating teams such as sponsorship funding.
- **Donors and funders:** individuals or organisations making a philanthropic donations for the benefit of LSE.
- **Recognition:** Public acknowledgement of a donor or funder and/or their philanthropy through a variety of means, including recognition walls, named spaces, profiles in communications, giving societies, and associated spaces and activities.
- **Naming:** Designating a programme, entity or named space, including endowed funds where applicable, to recognise philanthropic support or an individual of distinction. N.B. all naming is a form of recognition but not all recognition is naming.
- **Estate:** All physical assets of the School, including the sportsground
- **Facility:** Any physical asset of the School, including but not limited to buildings, classrooms, lecture theatres, seminar rooms, squares, terraces, forecourts, public art, landscape elements, sportsgrounds, etc.

4. Principles for naming

- 4.1. Naming opportunities enable the School to recognise those whose significant contribution to, or investment in, the School:
- advances the academic mission of LSE,
 - furthers the capacity of LSE to deliver its strategic goals,
 - enhances the growth and reputation of LSE,
 - naming may be offered in recognition of (but not limited to):
 - major philanthropic donations offered to support the School,
 - outstanding impact in keeping with LSE's founding vision and continued mission.
- 4.2. Naming opportunities will firstly be reserved to recognise philanthropic donations in support of the School.
- 4.3. For significant buildings and major capital projects, the School will provide a list of naming opportunities. To facilitate this, naming opportunities will be identified by PAGE, in consultation with Estates and the appropriate departments or centres, and approved by SMC, and where applicable, Council.
- 4.4. For identifying academic naming opportunities, PAGE will consult with the appropriate department or centre Head and will follow the approval process (as set out in section 9.4).

5. Criteria for naming

- 5.1. For all philanthropic and honorific naming, ethical due diligence must be conducted in as outlined below (8.2).
- 5.2. Registered students, or their close known relatives (parents, spouses, legal partners, children, grandparents, step-parents and former or current legal guardians while the student is registered) are not eligible to have naming after them if the named entity is tied to the student's department or School unit.

- 5.3. Consideration should be given to:
- ensure that the diverse and inclusive School community is represented,
 - appropriateness of associating the name with the School and naming opportunity.
- 5.4. Once internal approval has been confirmed, contact with organisations, individuals or their family, representatives or descendants may be made by the most appropriate School contact.
- 5.5. For philanthropic naming opportunities, consideration should be given to:
- gift level guidelines (as set out the philanthropic gift level threshold process document)
 - appropriateness of associating the donor or funder's name (or the name requested by them) with the School.

6. Identifying philanthropic naming opportunities

- 6.1. PAGE, working closely with academic and professional services colleagues, will be responsible for identifying and confirming the circumstances where the School may wish to recognise the generosity of donors and funders via appropriate naming.
- 6.2. For significant buildings and major capital projects, naming opportunities will be identified at the outset and a menu of naming opportunities will be coordinated by PAGE as part of the School's SMC-approved fundraising strategy.
- 6.3. For all fundraising initiatives, during the development of the concept, PAGE will identify appropriate naming opportunities as part of the SMC-approved fundraising strategy.
- 6.4. In scoping out potential naming opportunities, PAGE will liaise closely with the Chief Finance Officer in relation to agreed targets and involve finance and planning early in the decision-making process. In conversations with prospective donors and funders, PAGE will endeavour to articulate to them the need for, and the positive impact of, substitutional and budget-relieving philanthropic income on LSE's financial health.

7. Naming and recognition conventions

- 7.1. For consistency, standard language should be used for naming and recognition at the School.
- 7.1.1. Naming should include only the name of an individual, family, or organisation. Additional wording, including numbers (unless explicitly in the name of an organisation) will not be allowed. So, examples of permitted naming conventions are:
- Marshall Building
 - Firoz Lalji Institute for Africa
 - Phelan United States Centre
 - Garfield Weston Foundation Terrace
 - Markit Room
 - Norman Sosnow Chair in Economics
 - Peter Bence Scholarship
 - Smith-LSE PhD Scholarship (for match-funded awards)
- 7.2. For a group of donors or funders, they may nominate an overall group name to be used on naming, i.e. the Malaysia Alumni Room in the Cheng Kin Ku Building (CKK) which was named for a group of Malaysian donors; the Canadian Room in CKK which was named for a group of Canadian donors.

- 7.3. Donors and funders who wish to designate naming after another individual or organisation may be considered, but the name of the individual or organisation will need to have due diligence completed to ensure no reputation risk associated with the name.
- 7.4. Changes to existing naming or recognition at the request of a donor or funder may be considered in exceptional circumstances. This is at the discretion of the School and, if approved, all changes or removal are at the donor or funder's expense.
- 7.5. The division conducting ethical due diligence will review phrasing in relation to naming conventions. If the conventions are not followed, justification must be submitted as part of approvals set out below (8.1 and 9.4)
- 7.6. School branding guidelines must be followed.

8. Ethical Approval

- 8.1. Ethical approval of the name proposed for use in recognition of a philanthropic gift, typically the donor or funder's name or a person/place/organisation nominated by them i.e. is it appropriate to use 'donor/funder name' to name an item.
- 8.2. All naming must align with principles of the Ethics Code.
- 8.3. **Honorific Naming:**
 - 8.3.1. No contact should be made with the individual (including their family, representatives, or descendants) or organisation before the proposal has been considered and approved per the table mapped out in section 9.4.
 - 8.3.2. The division or department requesting honorific naming must consult with PAGE first (who will coordinate with the Deputy Chief Operating Officer, Director of Communications, Estates, Secretary's Divisions in relation to the name being requested).
 - 8.3.3. The division or department requesting honorific naming will undertake due diligence to determine any ethical or reputational issues posed by the proposed naming, in line with guidance from the Secretary's Division.
 - 8.3.4. An appropriate level of ethical approval for each case of proposed honorific naming will be recommended by the School Secretary who may choose to seek further advice before granting final approval.
- 8.4. **Philanthropic Naming:**
 - 8.4.1. Departments, institutes, and other units across the School are expected to contact PAGE about potential naming recognition before discussing it with prospective donors and funders, to ensure that all naming recognition adheres to this policy and the External Funding Acceptance Policy.
 - 8.4.2. The PAGE Proposition Development & Income Management team will undertake due diligence in accordance with the External Funding Acceptance Policy to determine any ethical or reputational issues posed by the proposed naming.
 - 8.4.3. Ethical approval of the proposed naming will be granted in accordance with approval levels outlined in the External Funding Acceptance Procedures.

9. Naming Rights Approval

- 9.1. Approval granting the rights to name a capital or academic opportunity, i.e., is it appropriate for this item to be named at all?
- 9.2. Capital naming opportunities identified and managed through a Capital Project Board where early-stage approval was already granted are exempt from this approval.
- 9.3. The right to name a particular opportunity will be granted through approvals appropriate for the type of naming as outlined in section 9.4. Where the opportunity does not clearly align with the categories below, approval will be agreed on a case-by case basis.
- 9.4. Naming rights will be subject to levels of approval as follows:

| NAMING OPPORTUNITY | SCHOOL SECRETARY | DIRECTOR OF ESTATES | HEAD OF DEPARTMENT | SCHOOL MANAGEMENT COMMITTEE ¹ | LSE COUNCIL |
|--|------------------|---------------------|----------------------------|--|-------------|
| BUILDINGS | ✓ | ✓ | | ✓ | ✓ |
| SCHOOLS AND DEPARTMENTS | ✓ | | | ✓ | ✓ |
| RESEARCH CENTRES AND INSTITUTES | ✓ | | | ✓ | ✓ |
| SPACES WITHIN BUILDINGS ² | | ✓ | IF APPLICABLE ³ | | |
| SENIOR ACADEMIC POSTS ⁴ | ✓ | | ✓ | ✓ | |
| DEPARTMENT-LEVEL ACADEMIC POSTS ⁵ | ✓ | | ✓ | | |
| SCHOLARSHIPS, BURSARIES, PRIZES | ✓ | | IF APPLICABLE ³ | | |

- 9.5. Where required, approval from the School Management Committee, specifically through the Chief Finance Officer and Pro-Vice Chancellor for Planning & Resources, will be requested by the PAGE Proposition Development & Income Management team for philanthropic naming, and by the Secretary's Division for honorific naming.
- 9.6. Confirming offer of naming with donors, funders, or their representatives
- 9.6.1. Once internal approvals have been fully confirmed in line with the above, subsequent contact with donors or funders to offer naming recognition will be coordinated through PAGE.
- 9.6.2. PAGE Proposition Development & Income Management team is responsible for facilitating and managing the written agreements for naming as part of the Gift Agreement process.
- 9.6.3. No prior 'binding commitment' should be given to any individual or organisation in advance of the relevant approval being secured.

¹ Including Chief Finance Officer and Pro-Vice Chancellor for Planning & Resources

² E.g. classrooms, seminar rooms, lecture theatres, terraces, cafes

³ PAGE Proposition Development & Income Management team will advise when Head of Department approval is required.

⁴ Senior posts decided at School level e.g. professorships, chairs, deans.

⁵ Posts decided at Department level e.g. fellowships, post-doctoral posts.

10. Duration of naming

- 10.1. For philanthropic gifts, the duration of naming should be agreed as part of the gift agreement.
- 10.2. The table outlines guidelines for duration of all naming opportunities:

| NAMING OPPORTUNITY | DURATION OF NAMING |
|--------------------|---|
| CAPITAL | Minimum 50 years or until major refurbishment. |
| ACADEMIC | Only the period over which philanthropic income meets the guideline contribution levels. This also applies for endowed gifts, where naming will continue in perpetuity for permanent endowments as appropriate, and a shorter period for expendable endowments, depending on the detail of gift agreements. |

- 10.3. For capital opportunities naming applies directly to that space. If the occupants of that space change or move, the School will consult and liaise with the donor or funder to update them. Where possible, the School will look at feasibility of moving the name to an equivalent space in the new location. Please note this may not always be feasible and will be at the discretion of the School.
- 10.4. For academic opportunities, in circumstances where the purpose of the named opportunity changes considerably during the agreed period of naming recognition (through the need for redevelopment, or the planned withdrawal from a research/teaching area, for example), the School shall consult and liaise with the donor or funder and (following consultation with them) the same may be applied and or/used by the School for such of its purposes as (in the School's discretion) most closely relate to the purpose, in such manner and at such time(s) as the School may see fit.

11. Revocation or changing of naming

- 11.1. Naming may be withdrawn by action of School Management Committee, led by the School Secretary, where subsequent concerns arise regarding the source of the funding of the individual or organisations named (philanthropic naming) or if the School becomes aware of reputational, ethical, or legal issues (philanthropic and honorific naming). Approval from SMC is required, and this escalation is determined by the School Secretary on a case-by-case basis. In line with section 9.4, decisions to revoke naming for buildings, research centres and institutes will be escalated to Council for final approval.
- The reason and evidence for the removal of the naming should be conducted. This should include but is not limited to:
 - updated due diligence to explore publicly available information,
 - details of any potential legal case.
- 11.1.1. For naming related to philanthropy, the impact of the removal of the naming should be conducted. The impact should be assessed with PAGE, along with the CFO and the Department or Division who has received the funding for the following:
- if the donation has been paid in full,
 - if there are any further payments due. If yes, will the funded activity be able to continue without these payments,
 - if naming be removed or would a replacement name be required,

- if the donor or funder holds any positions at the School or has any honorary titles (in consultation with the Governance Team),
- if there could be any external press interest (in consultation with the Press Office),
- if any communications would be required on the name change (in consultation with the Director of Communications).

11.2. If a donor or funder requests a change to the name of their recognition (e.g. due to divorce, separation, corporate merger), the School will consider the request where practical. If approved, the cost of all replacement signage and other related expenses shall be paid by the donor or funder.

Review Schedule

| Review Interval | Next review due by | Next review start |
|-----------------|--------------------|-------------------|
| 3 years | December 2027 | July 2027 |

Version History

| Version | Date | Approved by | Notes |
|---|---------------|-------------|--------------|
| Philanthropic and Honorific Naming Policy | | | |
| 1.0 | December 2024 | SMC | Final Policy |
| | | | |

Links

| Reference |
|---|
| Philanthropic and Honorific Naming Procedures [Internal] |
| External Funding Acceptance Policy |
| External Funding Acceptance Procedures |
| The Ethics Code |
| Honorary Awards |
| External Funding Ethical Review Board (EFERB) |

Contacts

| Position | Name | Email | Notes |
|---|-----------------|--|--------|
| Senior Fundraising Support & Services Manager | Maciej Domagała | PAGE.FundraisingSupport@lse.ac.uk | Author |

Communication and Training

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|---|---|
| Will this document be publicised through Internal Communications? | Yes, once finalised, it will be communicated to relevant stakeholders |
| Will training needs arise from this policy? | Yes |
| If yes, please give details: | PAGE staff training on responsibilities in relation to the policy and procedures. |