

BOARD OF DIRECTORS DONOR RECOGNITION POLICY

1. **Purpose.** The Presidio Trust (“Trust”) wishes to recognize the generosity of individuals and organizations who make philanthropic gifts to the Trust for the purpose of carrying out its duties, including maintaining, rehabilitating, repairing, and improving property under its administrative jurisdiction (known as “Area B”). Gifts to the Trust will be recognized in accordance with this policy.
2. **Legal Authority.** The Trust may solicit and accept donations of funds, property, supplies, or services from individuals, foundations, corporations, and other private or public entities for the purpose of carrying out its duties. Presidio Trust Act, 16 U.S.C. § 460bb note, as amended (“Presidio Trust Act”), section 104(e). The Presidio Trust Act vests the Trust with responsibility to maintain, rehabilitate, repair, and improve property, lands, and facilities within Area B. Section 104(a). The Trust has been determined by the Internal Revenue Service to be exempt from taxation as a 501(c)(3) entity (since July 12, 2000).
3. **Recognizing donors.** The Trust will acknowledge each gift, unless the donor wishes to remain anonymous, in a manner fitting the size of the gift. This acknowledgement may occur in an individual response, or the gift may be recognized in another way, such as an annual report, campaign report to the community, donor book or video scroll, website, and/or other media and publications, issued by the Trust, the National Park Service, or the Golden Gate National Parks Conservancy.
4. **Recognizing major gifts.** Donors who make gifts at levels established by the Board for a campaign may be recognized at specific sites or within specific programs. In limited cases, the Board may elect to name a program or new permanent park element for donors who have made the implementation of the new element or program possible.
5. **Multi-year pledges.** The Board may provide recognition for multi-year pledges, not to exceed five years, at the total amount of the gift. If a pledge is not fulfilled within the agreed-upon timeline for any reason, recognition will be amended to reflect the level of the fulfilled portion of the pledge.

6. On-site recognition.

- a. Donors may be recognized for their gifts at specific sites. However, no historic or geographic names or features may be replaced for the purpose of donor recognition.
- b. All recognition, including signage, plaques, and waysides, is to be appropriately integrated into the site. Recognition shall be at a scale and design that does not intrude upon the site's views, resources, or general aesthetics. Recognition shall not compete for attention with, or attract attention away from, the historic or natural resources or public use of the Presidio. All recognition will appropriately and proportionately reflect the level and impact of a specific gift.
- c. Permanent on-site recognition will be limited to the useful life of the asset. If, within that time period, the asset is closed, deconstructed, destroyed, severely damaged, or significantly renovated, upgraded or modified in such a way that makes continued donor recognition in such form impossible or impracticable, the Trust will provide an alternate form of recognition at another equivalent location, at its discretion.
- d. No logos will be included in permanent on-site recognition. However, logos may be placed on temporary forms of recognition.