

NATIONAL PORTRAIT GALLERY

DONOR RECOGNITION POLICY

2011–2014

INTRODUCTION

The National Portrait Gallery has received, and will continue to receive, gifts, bequests and donations. This paper sets out a policy for the public acknowledgement of donors' generosity in the National Portrait Gallery building.

CATEGORIES

1. In describing categories of donors the following levels will be established:
 - **Founding Benefactor:** Gifts of \$1 million and above
 - **Major Benefactor:** Gifts of \$500 000 and up to \$1 million
 - **Benefactor:** Gifts of \$100 000 and up to \$500 000
 - **Major Donor:** Gifts of \$50 000 and up to \$100 000
 - **Donor:** Gifts of \$5000 and up to \$50 000
 - **Supporter:** Gifts under \$5000
 - **Portrait Donor:** Donors of portraits, irrespective of value
2. These categories would be used to describe levels of donor support in all Gallery publications and on the Gallery website. **Founding Benefactors** would be recognised with an appropriately named space within the Gallery building. This may also apply in the case of **Major Benefactors** who may be acknowledged in the naming of spaces other than gallery spaces, as deemed appropriate by the Board. A formal agreement on naming offers between the benefactor and the Gallery will be discussed at the time of donation. (See Appendix 1)

THE NAMING OF GALLERIES FOR FOUNDING BENEFACTORS

Benefactions of a significant size and generosity warrant special acknowledgement. The precedent of naming galleries to acknowledge generous donors is long established in public art museums and galleries in Australia and internationally. The precedent also extends to public spaces, such as education rooms and theatrettes. In the case of the National Portrait Gallery the practice was established in 2000 following the unusually generous donation of funds to assist in the acquisition of John Webber's 1782 portrait of Captain James Cook. In November 2000 the Oatley Gallery and the Schaeffer Gallery were named in honour of the two donors who each gave \$1.25 million towards the purchase of the painting.

In framing a policy for naming galleries the following principles will be observed:

1. The naming of spaces is a means of publicly acknowledging the generosity of benefactors. While there may be an expectation of appropriate acknowledgement in the minds of the benefactor or benefactors, the naming of spaces is not a negotiated pre-condition of any donation. The agreement of the benefactor or benefactors will be sought before a Gallery is named and the appropriate and desired wording of signage will be agreed.
2. The decision to allow a designated space to be named will reside with the Minister. The Board of the National Portrait Gallery would make a recommendation to the Minister, as appropriate, designating an appropriate space within the building commensurate with the size of the donation and the wishes of the benefactor.
3. In making a recommendation to the Minister, the National Portrait Gallery Board will ensure that
 - the spirit of naming spaces accords with the character of the National Portrait Gallery as a national institution and the place of the building within the Parliamentary Zone. Signage will be consistent with the architect's design intent of the building.

- the naming of spaces and the mechanism of their naming is consistent with any current government policy regarding donations.
4. Where the Gallery's operational needs lead to a change in the use of a particular named space, rendering it an unsuitable or inappropriate space to acknowledge the benefactor, the benefactor will be consulted where possible and a new recommendation made to the Minister.
 5. Naming applies only to individually designated spaces within the building. The entire building (ie the National Portrait Gallery as an institution) can not attract donor recognition.

HONOUR BOARDS

As has been the practice since 1999, a set of honour boards will continue to list Perpetual Benefactors, Benefactors and Donors historically, by year of gift. This approach has two advantages. Firstly, it provides an historical sequence that creates for the interested visitor a kind of 'history of giving'. Secondly, it means that honorifics, name styles, etc., remain as they were at the time of the gift. Constant updating of this historical information is impractical.

1. The honour boards are constructed in such a way as to ensure timely additions of the names of new donors following each Board meeting.
2. Honour boards will also list the current **Patrons** of the National Portrait Gallery.

Honour boards would list all portrait donors, but donors of portraits over \$100 000 in value at the time of donation, or cumulatively in excess of \$100 000 over a number of years, would also be listed as a **Benefactor**.

APPENDIX 1

NAMING RIGHTS

Current **Founding Benefactors** will retain in perpetuity status unless the particular named space becomes unsuitable or an inappropriate space to acknowledge the benefactor. The benefactor will be consulted and a new arrangement adopted. All naming offers are reviewed by the NPG Board with the Gallery retaining all discretion as to how long an arrangement lasts

NAMING OPTIONS

The National Portrait Gallery recognises [benefactor's name] generous donation by designating [space] as [formal recognition name] for:

[number] of years, or
lifetime of the benefactor, or
lifetime of the building or space in its current form, or
until such time as the National Portrait Gallery deems it inappropriate, or
until circumstances change for either party

The National Portrait Gallery will use this name in connection with [eg programs, exhibitions, advertising etc].