

UNIVERSITY OF ROCHESTER
GUIDELINES ON GIFTS FROM CORPORATIONS
November 2021

SUMMARY

The University of Rochester welcomes philanthropic gifts from corporations. Gifts from corporate donors are guided by the same fundamental policies and philosophies that apply to individuals and other donor types, as administered by the University's Office of Advancement. This document highlights additional considerations for corporate gifts.

Please note that this document guides the acceptance of **philanthropic gifts. Sponsored research arrangements are coordinated through the Office of Research & Project Administration (ORPA) under its policies. Should there be unusual financial reporting requirements for philanthropic gifts, University Advancement will work with ORPA to ensure reporting obligations are met. **

GENERAL PRINCIPLES

Gifts from corporations **MUST**:

- Maintain broad latitude in how and when the University and its agents use funds.
- Remain irrevocably with the University, even if faculty members leave or financial needs change.
- Adhere to the Office of Advancement's policies (endowed and current use gifts).
- Adhere to University division/school policies related to indirect and administrative costs.

Gifts from corporations **MUST NOT**:

- Constrain the University of Rochester's academic freedom. Corporations should not participate in determining the work or research funded by the gift, or the selection of fellows or students in the case of a scholarship.
- Provide any rights in the University of Rochester's intellectual property, research or data.
- Create a conflict of interest in which the University could be influenced by the funder, or where the perception of influence may be created.
- Create expectations for research deliverables (or the timing of research progress) of any kind, including influence on research outcomes or early access to findings. This includes the expectation of consulting or partnership.
- Create the appearance of endorsement by the University.
- Require that funds be returned under certain circumstances.
- Limit the University of Rochester's use of vendors.
- Provide anything of significant value in return for the gift, other than recognition and disposition of the gift in accordance with the corporation's wishes.

STEWARDSHIP AND RECOGNITION (INCLUDING USE OF NAME)

Aside from goodwill generated from positive publicity of a gift, a donor cannot expect to receive any goods or services in return for a philanthropic gift.

Reporting. Appropriate stewardship of corporate gifts includes general reports on progress if requested, without specific requirements or guidelines for reporting; and general reports on the disposition of funds following the Office of Advancement’s standard annual reporting guidelines and formats, without line-item reconciliation. Donors **are not entitled to research deliverables, early access to findings, or pre-publication review.**

Publicity and Press. All external publicity, if appropriate, must be coordinated and approved through the Office of Advancement.

Use of Name. The University of Rochester retains sole authority over the use of its names and trademarks. University Communications must be consulted on any use of the University’s name or logo by a third party. The University’s [Policy on Ownership and Use of Name and Trademarks](#) prescribes necessary approval for use of trademarks.

REVIEW AND APPROVAL

All proposed gifts from corporations must be reviewed by the Office of Advancement prior to acceptance. In addition to the review of gift terms, the Office of Advancement will ensure that corporate donors undergo restricted party screening.

For those proposed gifts from corporations that appear to provide support for the research of a faculty member or a group of faculty members, both the Office of Advancement and the relevant Deans’ Office MUST review the gift terms prior to acceptance.

- In the event that it is unclear whether a proposal would be properly characterized as a gift or as sponsored research, the relevant Deans’ Office will determine its characterization, and may consult with ORPA in making this determination.
- The relevant Deans’ Office will also review and approve all gifts from corporations that appear to provide support for the research of a faculty member or a group of faculty members to ensure that the gift aligns with the mission of the applicable school/college, its policy on the inclusion of an indirect cost rate, and to provide advice to faculty when necessary.

All corporate gifts should be coordinated with the University’s Center for Business Engagement and go through appropriate Office of Advancement review protocols depending on specifics of the gift (endowment, current use, naming rights, etc.), as well adherence to the [University’s Policy on Contracts, Signatures and Financial Authority](#).

RESOURCES

Faculty involved in corporate gift conversations should contact the Office of Advancement and the relevant Dean’s Office for assistance prior to finalization of any gift.

OTHER RELATED POLICIES

This guidance focuses on gifts to the University of Rochester. For policies on gifts made directly to University faculty and employees, please refer to the following:

- [University of Rochester Code of Conduct](#)
- [URMC Industry Interactions Policy](#)