

San Mateo County Health Foundation Procedure Regarding Clinic Naming Rights for the San Mateo Medical Center's New Community Health Center (August 2013)

The San Mateo County Health Foundation (SMCHF) is engaged in a capital campaign to help San Mateo Medical Center (SMMC) and the County of San Mateo raise funds to cover the cost of the new SMMC community health center, located at 2710 Middlefield Road in Redwood City, California (the Facility). This document outlines the procedure which shall be used regarding naming rights relating to certain donation levels.

For those donation levels identified by the SMCHF in the attached brochure, SMCHF will work with SMMC and the County to ensure that naming rights are used appropriately, are granted in consultation with SMMC and County leadership, and comply with Chapter 2.52 of the San Mateo County Ordinance Code. Specifically, in relation to all donations involving naming rights, SMCHF will conduct diligence to ensure that the donation and requested name are legitimate and appropriate for the Facility. This diligence includes speaking with prospective donors about the nature of the donation, communicating expectations to prospective donors regarding the collaborative process involved in naming (including sharing with prospective donors the procedures listed in this document), evaluating the requested name in light of the requirements of Chapter 2.52 of the San Mateo County Ordinance Code and taking into account the needs of SMMC, the County, and the community served by the Facility, and then working the SMMC and the County as outlined in this document to finalize any proposed name.

Once a donor has pledged a specific amount, SMCHF will work with the donor to determine the requested name, if any. SMCHF will work with the donor to ensure that the name is an appropriate match for the Facility's purposes and the community it serves.

For naming rights associated with donations below the \$100,000 level, all requested names will be communicated to SMMC leadership for SMMC evaluation and approval, and no name will be accepted until approved by SMMC. If a donor's requested name is not accepted by SMMC, SMCHF will work with the donor to determine whether another name is acceptable to the donor. No donor is obligated to follow through with a pledge if the donor's requested name is not accepted. SMMC reserves the right to not approve requested names for any reason. And SMMC reserves the right to return a naming-level donation at this level if SMMC decides that the name is not appropriate for the Facility, even after SMMC has previously approved a name and/or the funds have been accepted.

For naming rights associated with donations at or above the level of \$100,000, all requested names will be communicated to SMMC leadership for SMMC evaluation. If a donor's requested name is not deemed acceptable by SMMC, SMCHF will work with the donor to determine whether another name is acceptable to the donor. Once a name is deemed acceptable by SMMC, a recommendation for the proposed name will then be brought to the County Board of Supervisors by SMCHF and SMMC. The County Board of Supervisors will then have the option to approve the proposed name and recognize the donor. No donor is obligated to follow through with a pledge if the donor's requested name is not

accepted by the Board of Supervisors. The County of San Mateo reserves the right to not approve requested names for any reason. And the County of San Mateo reserves the right to return a naming-level donation at this level if the County Board of Supervisors decides that the name is not appropriate for the Facility, even after the Board of Supervisors has previously approved a name and/or the funds have been accepted.

Generally, the first donor to make a pledge at a given amount will secure the naming rights at that level, subject to recommendation by SMCHF and eventual approval by SMMC and/or County leadership. However, SMCHF reserves the ability to move forward with another donor at that level if doing so is in line with the overall needs of the capital campaign.

Additional Requirements Pursuant to County Ordinance. Any changes to this procedure must be approved by the San Mateo County Board of Supervisors before being implemented. For the duration of SMCHF's efforts to raise funds for the Facility, SMCHF and SMMC shall submit a written annual report to the County Board of Supervisors advising the Board of those facilities which were named in the previous fiscal year pursuant to this procedure. Such report shall be submitted to the County Board of Supervisors no later than September 1st of each year.