

## FUNDRAISING POLICY

<b>Policy number</b>	CPR 1.02
<b>Policy name</b>	Fundraising Policy (Issue Three)
<b>Applicability</b>	Any parties wishing to undertake fundraising activities for, and on behalf of, Bond University.
<b>Policy owner</b>	Vice President Engagement
<b>Contact person</b>	General Manager, Development and Fundraising
<b>Policy status</b>	Approved Policy
<b>Date of approval</b>	27 June 2008
<b>Date last amended</b>	29 September 2020
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<b>Date last reviewed</b>	29 September 2020
<b>Date of next review</b>	29 September 2023
<b>Related policies</b>	Personal Gifts and Benefits Policy ( <a href="#">FIN 3.05</a> ) Institutional Partnerships Policy ( <a href="#">COR 4.05</a> ) Bond University Naming Rights Policy ( <a href="#">CPR 1.03</a> ) Code of Conduct Policy ( <a href="#">HRP 3.05</a> ) Artworks Policy ( <a href="#">COR 5.07</a> ) Prizes and Medals Policy ( <a href="#">CPR 1.01</a> ) Financial Delegation Policy ( <a href="#">FIN 4.02</a> ) <a href="#">Universities Australia Code of Practice for Australian University Philanthropy Schedule B – Student Code of Conduct</a>

### 1. OVERVIEW

Fundraising by the University is essential to the achievement of the University's Strategic Plan through Engagement and Advancement activities. The University supports a culture of giving and will undertake fundraising activities including gift solicitation, annual appeals, corporate support, staff giving, bequests, Trusts, Foundations and other opportunities.

This Policy applies to all individuals employed by the University, or students enrolled at the University, who undertake fundraising activities to generate support for University faculties, departments, activities or events. Fundraising [procedures](#) are outlined to assist the submission of fundraising ideas for consideration by the Office of Engagement. Staff and students will be guided by this policy and the attached forms.

### 2. APPROVALS AND DELEGATIONS

- 2.1. Fundraising activities are monitored by the University Council, and executive approval for any fundraising is the prerogative of the Vice-Chancellor.
- 2.2. Fundraising proposals will be developed through a process managed by the Vice President Engagement in consultation with the University Management Committee.
- 2.3. All proposed fundraising for, and on behalf of the University, requires prior approval by the Vice President Engagement. This includes activities planned by University staff, students, alumni, and others. Staff, students, alumni and all other parties must submit any requests for approval through the Office of Engagement. The Office of Engagement will then inform and, where required, seek approval from the Vice-Chancellor.
- 2.4. The Vice President Engagement has the authority to nominate a delegate where required, for the approval of fundraising activities.
- 2.5. Executive Deans are required to approve all fundraising applications that are to be submitted by members of their Faculty prior to the proposal being submitted for approval by the Vice President Engagement and where required, by the Vice-Chancellor.
- 2.6. All parties contemplating fundraising initiatives for the University are required to submit a Fundraising Proposal to the Office of Engagement for consideration.

### **3. FUNDRAISING BY STAFF**

- 3.1. All fundraising proposals from within the University, or all unsolicited gifts or offers of gifts, must be referred to the Office of Engagement for assessment and clearance and, where required, approval by the Vice-Chancellor (see [Fundraising Procedures](#)). Referral to the Office of Engagement is necessary to avoid overlap of fundraising approaches, and to ensure that the fundraising and donor stewardship that does take place is properly managed and coordinated.
- 3.2. No member of the University or its associated organisations may make approaches for fundraising purposes unless coordinated with and approved through, the Office of Engagement.
- 3.3. The Office of Engagement will work with Faculties and Offices to assess proposals, arrange clearance of approaches to donors, pursue these approaches where appropriate, and advise Faculties and Offices generally on how proposals can be advanced.

### **4. FUNDRAISING BY STUDENTS AND STUDENT ORGANISATIONS**

- 4.1. The University understands there may be situations where student organisations have needs that are greater than can be met by the usual on-campus funding sources. In these cases, student organisations are permitted to raise funds under the [Fundraising Proposal Guidelines](#). Students must remember that they represent the University and should in all ways present themselves and their organisation in a professional manner.
- 4.2. Direct approaches by students to alumni, University benefactors, and parents are not permitted. The University does not allow broad-based solicitation of the alumni/ae and parents by student organisations as such initiatives are to be managed by the Office of Engagement.
- 4.3. Students may, with prior approval, ask local businesses and national corporations for donations or gifts in kind. However, students must first speak to the Vice President Engagement (or nominated representative) and if necessary, submit a proposal as per [Fundraising Procedures](#). The Vice President Engagement will check for any ongoing University affiliation with the corporation. Approval is unlikely to be withheld if the approach and the purpose are appropriate.

### **5. TAXATION AND LEGAL ASPECTS**

Taxation and legal aspects, as well as matters of University policy (including academic policy), must be considered when any appeal, donation, gift, or bequest is proposed. Advice is to be sought as early as possible to ensure the process is properly coordinated.

### **6. DONOR RIGHTS**

Donors to Bond University must be:

- 6.1 informed of the University's mission, the manner in which the gift is to be used and the capacity of the University to effectively use the gift.
- 6.2 provided with relevant information about the University, the role, activity and performance of the University, and the use and progress of their gift.
- 6.3 informed of the identity of the University's key personnel involved in managing the gift, and whether those seeking gifts are University staff or agents, and that such staff will maintain the highest professional standards.
- 6.4 assured that no agreement, trust or contract will be at the expense of the donor's best interests and motivations.
- 6.5 assured that their personal details, and details about their gift, will be treated confidentially by the Office of Engagement, all University staff, students and others involved in the fundraising activity and will not be shared with others outside the organisation without their explicit permission.
- 6.6 recognised and acknowledged appropriately for their donation.
- 6.7 assured that confidentiality is strictly maintained, and the donor's wishes/instructions respected.

## 7. Donation Management

- 7.1. The University accepts donations in cash, in-kind, by bequest or in any other manner deemed appropriate by the donor and the University in line with this policy, the Engagement and Advancement Strategy and mission of the University.
- 7.2. The University may decide at its absolute discretion to decline a donation. A record of the declined donation will be recorded in Raisers Edge by the Office of Engagement.
- 7.3. The Office of Engagement will manage and maintain a donation registry via Raisers Edge as the University's sole repository of information relating to donations.
- 7.4. All donations made to the University will be managed in the appropriate funds by the Finance Department at the University.
- 7.5. All monies obtained through fundraising initiatives must be confirmed with the Vice President Engagement and managed in accordance with the University Financial Delegations Policy.
- 7.6. All fundraising contracts must protect the University's interest. This includes fundraising for research, sport, learning and teaching, the arts, and capital projects.
- 7.7. The Office of Engagement will arrange for the issue of a tax-deductible receipt for all donations made to the University with a value over A\$2 in line with ATO guidelines.
- 7.8. All gifts must be processed in line with the Raiser's Edge User Guides which can be accessed by contacting the Office of Engagement
- 7.9. All University fundraisers involved in major gift work will track and share progress on Raisers Edge NXT to cultivate prospective donors with respect to specific appeals and resolve any disputes relating to approaches to prospective donors.
- 7.10. Once the appeal or gift approach has been endorsed, University fundraisers are required to utilise Raisers Edge NXT to document the success of approaches made to prospective donors so that:
  - 7.10.1. Donor and prospective donor records on the database are kept up to date.
  - 7.10.2. Donors are appropriately acknowledged and thanked according to their level of giving.
  - 7.10.3. Gifts are properly recorded and processed through Raisers Edge NXT and the University financial system.
  - 7.10.4. Pledged gifts and instalment dates are recorded for reminder/follow-up by the assigned fundraiser; and
  - 7.10.5. The Vice-Chancellor, University Management Committee, Executive Deans, and University Council are informed of University fundraising activity and outcomes.

## 8. DEFINITIONS

<b>ATO</b>	Australian Tax Office
<b>Bequest/Legacy</b>	For this policy, the terms legacy and bequest are understood to have the same meaning: A donation of assets or cash via a Will.
<b>DGR</b>	Deductible Gift Recipients organisations who can receive donations that are tax-deductible by the donor via the ATO.
<b>Donation</b>	A voluntary contribution to the University in which no benefit is received in return. The donation can be made by cash, cheque, credit card, debit card, direct debit, artwork, equipment, supplies, property, shares, and bequest.
<b>Donor</b>	An individual or organisation who has contributed to the University through a donation
<b>Endowment</b>	A donation for a specific purpose in which any interest earnings are added to the capital funds with the aim of perpetuity.
<b>Fundraising</b>	Fundraising in this Policy refers to all funding activities whereby philanthropic gifts are being sought to aid University initiatives and goals from corporations, private donors, trusts, foundations, and other sources.

It does not cover research grants or contracts being sought with the assistance of the Office of Research Services. The University's responsibility under a contract or research grant involves the generation of some tangible product or service for the exclusive or proprietary use of the contracting agency and subject to certain standards of performance and the expectation of economic benefit on the part of the grantor.

There will be cases where proposals have both elements of philanthropic gifts, sponsorship and/or grants or contracts. Where there is a significant element of philanthropy in the transaction, the Office of Engagement must be notified to ensure on-going stewardship and donor recognition.

## **9. RELATED PROCEDURES**

[Fundraising Procedures – Appendix 1](#)  
[Bond University Research Policies](#)

## **10. RELATED GUIDELINES AND FORMS**

[Fundraising Proposal Guidelines](#)  
[Fundraising Proposal Authorisation Form – Appendix 2](#)  
Raiser's Edge User Guides (Contact Office of Engagement)

**BOND UNIVERSITY**  
**FUNDRAISING PROCEDURES**

**Fundraising Proposals**

- All parties contemplating fundraising initiatives for the University are required to submit a Fundraising Proposal according to the [Guidelines](#) to the Office of Engagement at least one (1) month in advance for consideration.
- On receipt, each proposal will be assessed by the Office of Engagement and checked for financial viability, possible overlaps with approaches from other areas, and relevance to University goals and objectives with the appropriate University authorities.
- If endorsed, the Office of Engagement will make a recommendation to the Vice-Chancellor for his approval, where required.
- If approved by the Vice-Chancellor, the Office of Engagement will advise the parties of their successful submission and assist as appropriate with advancing the proposal.
- Confidentiality must be strictly maintained and donor wishes/instructions respected.

**Management of Funds**

- All monies obtained through fundraising initiatives must be managed through the cost centre under the control of the Vice President of Engagement in accordance with the University Financial Delegations Policy.
- The Office of Engagement will arrange for the issue of a tax-deductible receipt.

**Management of Records**

- All University fundraisers involved in major gift work will track and share progress on a central system as to the cultivation of prospective donors with respect to specific campaigns and resolve any disputes relating to conflicting approaches to prospective donors.
- Once the campaign or gift approach has been endorsed, University fundraisers are required to utilise the University's major gift documentation system to document the success of approaches made to prospective donors so that:
  - Donor and prospective donor records on the database are kept up to date;
  - Donors are appropriately acknowledged and thanked according to the level of their giving;
  - Gifts are properly recorded and processed through the database and the University financial system;
  - Pledged gifts and instalment dates are recorded for reminder/follow-up by the assigned fundraiser; and
  - The Vice-Chancellor, University Management Committee, Executive Deans, and University Council may be informed of University fundraising activity and results.

**BOND UNIVERSITY  
FUNDRAISING PROPOSAL GUIDELINES**

All proposed fundraising initiatives for, and on behalf of, Bond University require prior approval. This includes activities planned by Bond University staff, students and alumni.

- Staff, students, alumni and all other parties must obtain approval from the Office of Engagement.

After liaising with the Office of Engagement, all University fundraisers are required to present draft campaign plans/gift proposals to the Office of Engagement who will assess the proposal and seek the Vice-Chancellor's endorsement, where required.

All parties contemplating fundraising initiatives for the University are required to submit a Fundraising Proposal to the Office of Engagement for consideration.

Fundraising Proposal Authorisation [Form](#) attached.



## FUNDRAISING PROPOSAL AUTHORISATION FORM

<b>Submitted by:</b>		
<b>Name:</b>		
<b>Position:</b>		
<b>Faculty/Office/Student Group:</b>		
<b>Contact Details:</b>		
<b>Telephone:</b>		
<b>Email:</b>		
<p>1. <i>Please provide a detailed overview of what project/need funding is being sought for:</i></p>		
<p>2. <i>Please detail from whom support is being requested and their contact details. Where support is being requested from a company or trust please list the details of the individual to whom the proposal will be sent and their contact details?</i></p>		
<p>3. <i>What is the dollar or in-kind support which is being requested?</i></p>		
<p>4. <i>Timeline (When do you expect to make the request, receive funding, expend funds and report to donor and University?)</i></p>		
<p>5. <i>Benefit/s to Donor?</i></p>		
<b>Approved by:</b>		
<b>Executive Dean</b>	<b>Signature</b>	<b>Date</b>
<b>Vice President of Engagement</b>	<b>Signature</b>	<b>Date</b>
<b>Vice-Chancellor</b>	<b>Signature</b>	<b>Date</b>