

## FUNDRAISING POLICY

<b>Policy number</b>	CPR 1.02
<b>Policy name</b>	Fundraising Policy (Issue Two)
<b>Applicability</b>	Any parties wishing to undertake fundraising activities for, and on behalf of, Bond University
<b>Policy owner</b>	Director of Alumni and Development
<b>Contact person</b>	Director of Alumni and Development
<b>Policy status</b>	Approved Policy
<b>Date of approval</b>	27 June 2008
<b>Date last amended</b>	17 July 2017
<b>Date last exposed</b>	May 2017
<b>Date last reviewed</b>	
<b>Date of next review</b>	17 July 2020
<b>Related policies</b>	Institutional Partnerships Policy ( <a href="#">COR 4.05</a> ) Personal Gifts and Benefits Policy ( <a href="#">FIN 3.05</a> ) <a href="#">Universities Australia Code of Practice for Australian University Philanthropy</a>

### 1. OVERVIEW

Fundraising by the University is essential to the achievement of the University's strategic goals, and is strongly encouraged. The University will undertake fundraising through major gifts, the Annual Fund Appeal and planned giving, corporate support, Trusts, Foundations and other opportunities. This Policy provides [procedures](#) and [guidelines](#) for submitting fundraising ideas for consideration by the appropriate Office.

### 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. For fundraising proposals under \$25,000, the Vice-Chancellor devolves authority to approve to the Director of Alumni and Development.
- 2.3. Fundraising proposals will be developed through a process managed by the Director of Alumni and Development, in consultation with the University Management Committee. All proposed fundraising for, and on behalf of, Bond University requires prior approval by or via the Director of Alumni and Development. This includes activities planned by Bond University staff, students, alumni, and others. Staff, students, alumni and all other parties must submit any requests for approval through the Alumni and Development Office. The Alumni and Development Office will then inform and, where required, seek approval from the Vice-Chancellor.
- 2.4. 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 Director of Alumni and Development and where required by the Vice-Chancellor.

### 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 Alumni and Development Office for assessment and clearance and, where required, approval by the Vice-Chancellor (see [Fundraising Procedures](#)). Referral to the Alumni and Development Office is necessary to avoid overlap of fundraising approaches, and to ensure that the fundraising that does take place is properly 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 Alumni and Development Office.
- 3.3. Where projects are approved, the Alumni and Development Office will act quickly to 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 Bond 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 Alumni and Development Office.
- 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 Director of Alumni and Development and if necessary submit a proposal as per [Fundraising Proposal Guidelines](#). The Director of Alumni and Development 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**

The Universities Australia's Code of Practice for Australian University Philanthropy, and other codes established by Philanthropy Australia outline the rights of donors. The University complies with those Codes, and the principles outlined. In particular, donors should be:

- 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;
- provided with relevant information about the University, the role, activity and performance of the University, and the use and progress of their gift;
- 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;
- assured that no agreement, trust or contract will be at the expense of the donor's best interests and motivations;
- assured that their personal details, and details about their gift, will be treated confidentially by the Alumni and Development Office, 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; and
- recognised and acknowledged appropriately for their donation.

#### **7. DEFINITIONS**

**Fundraising** 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 Alumni and Development Office must be notified to ensure on-going stewardship and donor recognition.

#### **8. RELATED PROCEDURES**

[Fundraising Procedures](#)

[Bond University Research Policies](#)

#### **9. RELATED GUIDELINES AND FORMS**

[Fundraising Proposal Guidelines](#)

[Fundraising Proposal Authorisation Form](#)

**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 Alumni and Development Office at least one (1) month in advance for consideration.
- On receipt, each proposal will be assessed by the relevant Office, 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 relevant Office will make a recommendation to the Vice-Chancellor for his approval, where required.
- If approved by the Vice-Chancellor, the relevant Office 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 control of the Director of Alumni and Development in accordance with the University Financial Delegations Policy.
- The Office of Alumni and Development 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 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 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 Alumni and Development Office.

After liaising with the Alumni and Development Office all University fundraisers are required to present draft campaign plans/gift proposals to the Alumni and Development Office 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 relevant Office 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>Director of Alumni and Development</b>	<b>Signature</b>	<b>Date</b>
<b>Vice-Chancellor</b>	<b>Signature</b>	<b>Date</b>