

# CROWDFUNDING POLICY



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## 1 PURPOSE

- 1.1 This policy ensures crowdfunding activities and related crowdfunding projects are consistent with CQUniversity's interests, and are appropriately designed and presented to the donor community.

## 2 SCOPE

- 2.1 The policy applies to all University staff, students, Committees and Council of CQUniversity.

## 3 POLICY STATEMENT

- 3.1 Central Queensland University is a registered charity with the Australian Taxation Office who has been granted Tax Concession Charity and Deductible Gift Recipient status.
- 3.2 The University will not refund gifts if fundraising targets are not met. This means all funds raised will still go towards the project they are supporting, even if the projects target is not met.
- 3.3 The University will not give donors any material benefits. Rewards, premiums and services will not be used to induce gifts.
- 3.4 The Development and Alumni Relations Directorate (DARD) will collect and maintain details of donors to the campaign, and will steward the on-going relationship with these donors, as appropriate.
- 3.5 The University will not disclose any contact data on alumni, parents, friends or students to the project team for the purpose of fundraising.

### Crowdfunding Projects

- 3.5 Crowdfunding projects must align with the University's values, reflect the University priorities, and be non-profit in nature.
- 3.6 Projects will only be undertaken after approval is given and on University approved crowdfunding platforms.

- 3.7 Crowdfunding projects will only be undertaken after approval has been given by DARD via the Enquiry/Project Proposal Form. All Enquiry/Project Proposal Forms submitted to DARD, must include a project/campaign description, funding level sought, budget identifying the use of funds, a set of deliverables, the timelines, and responsibilities. Not all project enquiries may be deemed appropriate for crowdfunding.
- 3.8 In providing approval DARD will consult the Deputy Vice-Chancellor (Research) or their nominee to ascertain project feasibility.
- 3.9 Crowdfunding income received specifically to conduct research may be reported to the Commonwealth as research income if it complies with the Higher Education Research Data Collection (HERDC) specifications.
- 3.10 Each project will be managed by a nominated project leader who is willing to create and market promotion materials before, during and after the campaign.
- 3.11 DARD will work with project leaders to provide guidance, strategic crowdfunding management and consultation in communications, design, video production and any fundraising opportunities; however, it will be the responsibility of the project leader to drive the campaign.
- 3.12 All project content will appear on the University's approved crowdfunding platform, and will be approved by DARD before publication. DARD has the right to edit, or require edits by the project leader, at any point in the campaign.
- 3.13 All contact with donors/sponsors or prospective donors/sponsors will be conducted in a professional and ethical manner; with cognisance of opportunities that best suit funders' philanthropic or corporate social responsibility goals.

## 4 RESPONSIBILITIES

### Compliance, monitoring and review

- 4.1 DARD is responsible for the implementation, monitoring and review of this policy. All staff, students and representatives of CQUniversity are responsible for compliance.

### Reporting

- 4.2 DARD will undertake reporting as a key element of promoting a culture of philanthropy and good practice.

### Records management

- 4.3 DARD maintains record keeping of fundraising approaches and documentation on the University's CRM.
- 4.4 All records relevant to this document are to be maintained in a recognised recordkeeping system in accordance with CQUniversity policies.

## 5 DEFINITIONS

- 5.1 Terms not defined in this document may be in the University [glossary](#).

### Terms and definitions

**Crowdfunding:** Crowdfunding is the practice of funding a project or venture by raising collective amounts of money from the general public, typically via various online platforms including social media.

## 6 RELATED LEGISLATION AND DOCUMENTS

[Bad Debts Procedure \(FMPPM\)](#)

[Corporations Act 2001](#) (Cwlth)

[Delegations of Authority Policy \(FMPPM\)](#)

[Financial Accountability Act 2009](#) (Qld)

## 7 FEEDBACK

7.1 University staff and students may provide feedback about this document by emailing [policy@cgu.edu.au](mailto:policy@cgu.edu.au).

## 8 APPROVAL AND REVIEW DETAILS

Approval and Review	Details
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Administrator	Director, Vice-Chancellor and President Office and Development
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