

FUNDRAISING POLICY AND PROCEDURE



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1 PURPOSE

- 1.1 Fundraising from private sources to support teaching and learning, research and community engagement that will enable solutions to community, regional, national and global problems is important to the future of the University. This policy will assist the University to fulfil its fundraising potential by ensuring internal and external stakeholders are appropriately informed and encouraged to engage in fundraising.

Central Queensland University is a registered charity with the Australian Taxation Office and has been granted Tax Concession Charity and Deductible Gift Recipient status. The University is committed to conducting fundraising in a compliant, professional and ethical manner that ensures public confidence and protects the good name of the University and best interests of donors and partners.

In addition, this policy ensures that internal resources and fundraising opportunities are optimised to achieve the best mutually beneficial outcomes for the University and Donor or Sponsor.

This policy directs the coordination and approval of fundraising related activity to ensure:

- staff are supported in undertaking fundraising activity
- donor and sponsor (including prospective) relationships are appropriately managed
- fundraising activity supports the University's mission, strategic direction and priorities
- protection and enhancement of the University's reputation

2 SCOPE

- 2.1 This policy and procedure relates to all CQUniversity fundraising from private sources for financial and in-kind support with a value in excess of \$1000.

3 POLICY STATEMENT

- 3.1 The way the University approaches fundraising influences its reputation and the likelihood of successful fundraising outcomes.
- 3.2 CQUniversity encourages fundraising activity that aligns with the University's values, is in the best interests of the University, reflects University priorities and is mutually beneficial.

- 3.3 The University engages in fundraising with a diverse range of private individuals and organisations including alumni, businesses, charitable trusts and foundations and community organisations.
- 3.4 All contact with such donors/sponsors and prospective donors/sponsors should be conducted in a professional and ethical manner; with cognisance of opportunities that best suit funders' philanthropic or corporate social responsibility goals.
- 3.5 The Development and Alumni Relations Directorate ensures CQUniversity staff members' receive professional guidance to present projects worthy of private support, and to form appropriate partnerships.
- 3.6 To ensure a transparent, coordinated and strategic approach to the corporate and philanthropic community, and to prevent donor fatigue, duplication of approaches, resource waste and unexpected burden for the University, the Development and Alumni Relations Directorate will provide clearance to staff members' proposed approaches for private support.
- 3.7 The Development and Alumni Directorate will also provide ongoing support to optimise agreed approaches.
- 3.8 The [Acceptance of Donations and Sponsorship Policy and Procedure](#) provides guidance for the acceptance stage of fundraising.

4 PROCEDURE

- 4.1 While University staff are encouraged to engage in relationships with donors and prospective donors, the coordination of approaches for fundraising is the responsibility of the Development and Alumni Relations Directorate. Coordination of effort will facilitate continuous improvement.
- 4.2 Where University staff are approached by donors or prospective donors, those staff are requested to contact the Director, Development and Alumni Relations to discuss the proposed support at an early stage of deliberation.

5 RESPONSIBILITIES

Compliance, monitoring and review

- 5.1 The Development and Alumni Relations Directorate is responsible for the implementation, monitoring and review of this policy. All staff, students and representatives of CQUniversity are responsible for compliance and providing feedback.

Reporting

- 5.2 The Development and Alumni Relations Directorate will undertake reporting as a key element of promoting a culture of philanthropy and good practice.

Records management

- 5.3 The Development and Alumni Relations Directorate maintains record keeping of fundraising approaches and documentation on the University's CRM.

6 DEFINITIONS

- 6.1 Refer to the University glossary for the definition of terms used in this policy and procedure.

Donor: any person or organisation making a donation to the University.

Fundraising: gathering voluntary contributions of money or other resources, by requesting donations or sponsorships from individuals, businesses, charitable foundations or government agencies

Gift or Donation: a consideration given for which the donor receives no direct benefit and requires nothing in exchange beyond an assurance that the intent of the contribution will be honoured. Grants received by the University may be considered gifts if they comply with this definition.

In-kind: non-financial contributions. For example, property, expertise, equipment, advertising space.

Philanthropy: the desire to promote the welfare of others, expressed especially by the generous donation of money to good causes.

Private sources: individuals, corporations, foundations, charitable trusts, public ancillary funds, private ancillary funds, associations and organisations.

Recognition: actions taken by the University to recognise the generosity of donors, individually or collectively.

Sponsorship: a transfer of money or property to the University in a transaction where the sponsor receives certain material benefits in return.

Stewardship: the purposeful management of a donor/sponsor relationship, to ensure donations and sponsorship are executed as intended and to secure an ongoing relationship.

7 RELATED LEGISLATION AND DOCUMENTS

Related Policy Document Suite

[Code of Conduct](#)

[Principles Governing the Acceptance of Offers of Research Income Policy](#)

[Research Projects Policy and Procedure](#)

[Naming of Assets Policy](#)

[Bequest Management Policy](#)

[Student Scholarships Policy and Procedure](#)

[Academic Prizes Policy and Procedure](#)

[Acceptance of Donations and Sponsorship Policy and Procedure](#)

[Art Collection Policy](#)

8 FEEDBACK

8.1 University staff and students may provide feedback about this document by emailing policy@cqu.edu.au.

9 APPROVAL AND REVIEW DETAILS

Approval and Review	Details
Approval Authority	Vice-Chancellor and President (or delegate)
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Administrator	Director, Development and Alumni Relations
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