

# FUNDRAISING AND ACCEPTANCE OF DONATIONS POLICY AND PROCEDURE



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## 1 PURPOSE

- 1.1 This policy and procedure outlines how CQUniversity will manage donations and fundraising related activities.

## 2 SCOPE

- 2.1 This policy and procedure applies to:
- CQUniversity employees
  - CQUniversity students, and
  - representatives involved in fundraising from private sources for financial and in-kind donations and sponsorship, with a value in excess of \$1,000.
- 2.2 This policy and procedure does not apply to fundraising related to research, or the CQUniversity Art Collection, or gifts received in wills (bequests). Refer to the [Research Income Policy and Procedure](#) for information of funding and in-kind support for research activity. When research funding is applied for or received from philanthropic sources, the researchers or Office of Research will advise the Deputy Director Philanthropy so that funding applications are coordinated, and appropriate stewardship support is provided.

## 3 POLICY STATEMENT

- 3.1 CQUniversity's [Strategic Plan](#) highlights how philanthropic support from private sources to support teaching and learning, research and community engagement that enables solutions to community, regional, national and global problems is critical to the future of the University. This policy and procedure identifies how the University will fulfil its fundraising potential, by ensuring internal and external stakeholders are appropriately informed and encouraged to engage in fundraising activities.
- 3.2 Central Queensland University is a registered charity with the Australian Taxation Office and has been granted Tax Concession Charity and Deductible Gift Recipient status.
- 3.3 The University will:
- conduct fundraising in a compliant, professional and ethical manner that ensures public confidence and protects the reputation of the University, whilst also providing assurance to potential donors and sponsors that their contributions will be optimised and used as intended

- encourage fundraising activities that align with the University's values, is in the best interests of the University, reflects University priorities and is mutually beneficial
- engage in fundraising with a diverse range of private individuals and organisations, including alumni, employees, businesses, charitable trusts and foundations and community organisations
- ensure contact with donors/sponsors and 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, and
- utilise the expertise of external organisations to provide information relating to prospect research in compliance with the [Information Privacy Act 2009](#) (Qld), when required.

## Donations and sponsorships

- 3.4 Donations come in a variety of forms and can be for a specific, mutually agreeable purpose or unrestricted. Unrestricted donations allow the University autonomy over disbursement.
- 3.5 Donations of tangible items (e.g. plant, equipment, artwork, etc.) should be arranged and managed as per relevant policies.
- 3.6 The University values financial support and will honour the agreed purpose of a donation wherever possible but will have ultimate unconditional discretion to redirect the donation.
- 3.7 Sponsorships may be either financial or in-kind and must be for a specific purpose.
- 3.8 Donors' rights to privacy will be respected as far as the law permits. The University will acknowledge donors' generosity as and when appropriate and where anonymity is requested, will ensure the donors wishes are met.
- 3.9 The University may accept or refuse any philanthropic donation or sponsorship on a case by case basis.
- 3.10 Donations will not be refunded unless genuinely made in error.
- 3.11 CQUniversity reserves the right to review decisions taken in good faith should subsequent events or information require a review.

## 4 PROCEDURE

- 4.1 Fundraising approaches must be coordinated by the Alumni Relations and Advancement Services Team.
- 4.2 Where employees are approached by donors or prospective donors, the Deputy Director Philanthropy will be contacted to discuss the proposed support at an early stage of deliberation.
- 4.3 The Alumni Relations and Advancement Services Team will provide specialist advisory and administrative support and ensure appropriate documentation, record keeping, reporting and stewardship.
- 4.4 Donations and sponsorships (cash and non-cash) of \$1,000 or more must be accepted through the Director Strategic Engagement or delegate.
- 4.5 Donations and sponsorships (cash and non-cash) of less than \$1,000 can be made in accordance with the principles of this policy and procedure, at the discretion of the relevant business area of the University.
- 4.6 Consultation with the Director Strategic Engagement should take place early in the fundraising process if there is potential for significant public interest or complexity regarding acceptability.
- 4.7 The Director Strategic Engagement will consult with relevant senior management before accepting a philanthropic donation or sponsorship to consider:
- the strategic fit of the donation or sponsorship with the University's goals, priorities and stakeholders
  - that the level of donation or sponsorships is adequate to meet the objective
  - that the University has the capability to meet expectations

- any additional University funding or commitment required to maintain, administer or comply with the conditions
  - any reputational risk associated with acceptance
  - fund source and integrity of the funder
  - fit with values and academic freedom ideals
  - appropriate recognition of donors/sponsors, and
  - conflicts of interest.
- 4.8 Supporting documentation (such as letter or email, grant application or funding agreement with the contact details of the funder and the support being offered) must be provided to inform the acceptance process. This documentation also assists with tailoring thank you letters, generating receipts and any financial implications that may need to be accounted for.
- 4.9 If the University decline an offer of a donation or sponsorship, the Director Strategic Engagement will prepare a letter of regret to the donor and ensure that the reasons for declining the offer are documented.
- 4.10 If a donation previously accepted is required to be returned to the donor, the Director Strategic Engagement will prepare a letter to the donor and ensure that the reasons for returning the gift are documented.

## 5 RESPONSIBILITIES

- 5.1 The Director Strategic Engagement is responsible for implementing, monitoring, reviewing and ensuring compliance with this policy and procedure.
- 5.2 The Alumni Relations and Advancement Services Team is responsible for:
- providing approval and guidance to employees proposed approaches for private support
  - issuing donors and sponsors with appropriate receipt documentation for cash donations and/or contributions, and invoice documentation when required (through the Student and Corporate Services Division).
- 5.3 Where the donation is a tangible item, employees from the School accepting the donation is responsible for forwarding all supporting documents in relation to the value of the donation (i.e. supporting letter with a breakdown value of each tangible item/s or external valuation document) to the Student and Corporate Services Division.

### Reporting

- 5.4 The Alumni Relations and Advancement Services Team will undertake reporting as a key element of promoting a culture of philanthropy and good practice.
- 5.5 In particular, the Alumni Relations and Advancement Services Team will submit an annual review on bequests, donations and grants to the University Audit, Risk and Finance Committee.

### Records management

- 5.6 The Alumni Relations and Advancement Services Team will maintain record keeping of fundraising approaches and documentation on the University's customer relationship management system, Sugar CRM.
- 5.7 Employees must manage records in accordance with the [Records Management Policy and Procedure](#). This includes retaining these records in a recognised University recordkeeping information system.
- 5.8 University records must be retained for the minimum periods specified in the University Sector Retention and Disposal Schedule on the [Queensland State Archives website](#). Before disposing of any records, approval must sought through the Records Management Office (email [records@cqu.edu.au](mailto:records@cqu.edu.au)).

## 6 DEFINITIONS

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

**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.

**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.

**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

[Academic Prizes Policy and Procedure](#)

[Bequest Management Policy](#)

[Naming of Assets Policy](#)

[Student Scholarships Policy and Procedure](#)

## 8 FEEDBACK

8.1 Feedback about this document can be emailed to [policy@cqu.edu.au](mailto:policy@cqu.edu.au).

## 9 APPROVAL AND REVIEW DETAILS

Approval and Review	Details
Approval Authority	Vice-Chancellor and President
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Administrator	Director Strategic Engagement
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Notes	This document was formerly known as the Fundraising Policy and Procedure (04/12/2019). This document consolidated the Acceptance of Donations and Sponsorship Policy and Procedure (12/10/2016) and the Project Fundraising Framework (12/10/2016).