



Fundraising Appeals
POLICY CORP 5.1

Relevant UTas Ordinance, Rule and/or GLP No.	N/A
Relevant State/Federal Govt. Legislation	Associations Incorporation Act 1964
Commencement Date	23 February 2007
Review Date	23 February 2008

POLICY STATEMENT

1 Intent

To establish protocols aimed at maintaining the highest standards in University fundraising and assisting the University to maximise fundraising potential across all its Faculties and other instrumentalities.

2 Scope

All Faculties, Schools, Institutes, CRCs, administrative sections and University Business Enterprises operating as University budget centres that are involved in activities directed at raising funds by appeal to the public or other groups outside the University.

3 Objective(s)

The University of Tasmania Foundation (The Foundation) is the major Fundraising arm of the University (UTAS). The Foundation has special responsibility to ensure that all fundraising activities for UTAS are properly managed and coordinated.

There are a growing number of fundraising activities occurring at UTAS and there is a need to ensure that all fundraising appeals run through University instrumentalities are endorsed by the Foundation, managed consistently and effectively, and meet all legal obligations such as Australian Taxation Office (ATO) requirements for tax deductible gifts and privacy legislation.

The objectives of this policy are to ensure that:

- there is a consistency and appropriateness in how alumni, friends and the general public are approached for financial support, and that duplication of approaches and submissions is eliminated;
- donors and sponsors are properly recorded, acknowledged and acquitted;
- funds raised are appropriately applied in accordance with the needs of the University and the expectations of donors;
- a high degree of coordination and discipline exists between faculties and other UTAS instrumentalities, and the University looks and acts like one united institution;
- campaigns and appeals receive the support and endorsement of the University through the Foundation; and
- best governance practice is adopted at all times including all legislative requirements such as those relating to privacy and taxation.

4 Definitions and Acronyms

The Foundation	The University of Tasmania Foundation Inc. An independent body, with an appointed Board of Directors and Board of Governors, operating as the major fundraising arm of the University.
Fundraising	Any activity undertaken by the University to raise funds by direct appeal to the public or other external sources.
UTAS	University of Tasmania.

5 Policy Maker

University of Tasmania Foundation Board

6 Policy Provisions

Fundraising activities at UTAS are subject to the following principles:

- 6.1 All fundraising activities at UTAS will require the endorsement of the University Foundation Board. Exceptions will apply to those UTAS instrumentalities that already have independent fundraising status.
- 6.2 All fundraising proposals are required to be submitted to the Foundation Board for endorsement on the 'Request for Endorsement' pro forma available from the Foundation Office or web site.

- 6.3 Fundraising activities that are initiated at Faculty or School level will also require endorsement by the relevant Dean or equivalent who will be required to sign the 'Request for Endorsement' pro forma.
- 6.4 All funds raised through any endorsed fundraising activity will be receipted through the Foundation and held in trust, to be invested in accordance with the Foundation's investment policy, for the benefit of recipients.
- 6.5 Responsibility for the hands-on management of fundraising activities/campaigns initiated by faculties/schools will be the responsibility of those entities. The Foundation Office will provide advice on best practice for such activities.
- 6.6 The Foundation Office will manage and maintain the central development data base (Raiser's Edge) which holds the details of UTAS alumni, sponsors and friends.
- 6.7 Relevant data from Raiser's Edge required for any fundraising activities to be used by requesting instrumentalities will be released in accordance with pertinent privacy legislation and protocols.
- 6.8 The Foundation Office will be the point of contact for the application for 'Request for Endorsement' of a fundraising appeal.
- 6.9 The Foundation Office can at its discretion give notional approval to a 'Request for Endorsement' of a fundraising appeal. This approval will be referred to the next meeting of the Foundation Board for confirmation. In certain circumstances the Foundation Office may seek the advice and endorsement of the Vice-Chancellor for a fundraising appeal where it is considered to have significant university-wide and or wider public impact.
- 6.10 The Foundation Office will maintain the data record of giving for each donor and will periodically or upon request report to the relevant fundraising appeal committee or co-ordinator on the financial status of the appeal fund.
- 6.11 Funds or income from funds raised, which are held in trust by the Foundation, will be released and applied in accordance with any rules or procedures that may be formally established for the utilisation of an appeal fund.
- 6.12 In the event of there being no specified rules or procedures in relation to an appeal fund the funds raised may be distributed at the discretion of the Foundation Board.

- 6.13 All appeal funds will be subjected to financial scrutiny through the annual audit of the UTAS Foundation accounts.

7 Supporting/Related Documents

Associations Incorporation Act 1964
University of Tasmania Foundation Inc – Deed of Trust

8 Key Words

- University of Tasmania Foundation
- Foundation Board
- Fundraising

9 Supporting Procedures/ Guidelines

Request for Endorsement Pro-forma – available from Foundation Office

RESPONSIBILITIES

Implementation	Foundation Public Officer (Director, PRUE)
Compliance	Foundation Public Officer (Director, PRUE)
Monitoring and Evaluation	Foundation Public Officer (Director, PRUE)
Development and/or Review	Foundation Board
Interpretation and Advice	Executive Officer, UTAS Foundation

WHO NEEDS TO KNOW THIS POLICY?

- Heads of all UTAS Faculties or instrumentalities involved in fundraising appeals.

EFFECTIVENESS OF THIS POLICY

- Proportion of UTAS fundraising activities complying with this policy.

POLICY HISTORY

Policy No.	CORP 5.1
Approved / Rescinded	Approved
Date	23/2/2007
Council	Resolution No. 07/1/37
Signature	