

Fundraising and Naming Policy

Version 2 – Approved 25 June 2021

Purpose:

This policy outlines the principles which apply to the University's fundraising activities in support of the University of Tasmania's mission.

		Responsible
1	Fundraising activities	
1.1	All philanthropic initiatives and approaches to potential donors will be aligned to University strategy.	Director, Advancement
1.2	All fundraising practices conducted on behalf of the University will be ethical, transparent and respectful.	Director, Advancement
1.3	University staff will accept philanthropic gifts in a timely manner and will both develop and maintain high quality relationships with donors in fulfilling donor wishes.	Director, Advancement
1.4	All University staff will follow the Universities Australia (previously AVCC) Code of Practice for Australian University Philanthropy.	Director, Advancement
1.5	All solicitation, acceptance and management of gifts and sponsorships within the University will align and be consistent with the University Mission, Vision and Statement of Values and will preserve or enhance the good reputation of the University.	Director, Advancement
1.6	The University reserves the right to decline a gift for any reason.	Director, Advancement
2	Management of philanthropic gifts	
2.1	The University will manage philanthropic funds prudently whilst remaining in accordance with donor wishes.	Director, Advancement
2.2	The University recognises and values volunteering as a gift of time.	Director, Advancement
3	Recognition through naming	
3.1	The University may choose to name University facilities, entities and activities in recognition of distinguished service or significant philanthropic support to the University.	Director, Advancement
3.2	Individuals and organisations recognised by naming rights are expected to demonstrate attributes aligned with the University Statement of Values and will preserve or enhance the good reputation of the University.	Director, Advancement
3.3	The University reserves the right to revoke the name or the naming rights ascribed under 3.1.	Director, Advancement
3.4	In the naming of a University facility or entity, the University will ensure that there is an appropriate proportionality between the size and nature of a gift and what facility or entity is named.	Director, Advancement

Definitions and acronyms: [philanthropic gift](#) | [fundraising](#) | [sponsorship](#) | [University activities](#)

25 June 2021 *Once printed this is an uncontrolled document:* [Version history](#)

All University community members must comply with all relevant laws and regulations, University By-Laws, ordinances, policies and procedures.