Community Fundraising Procedure

Version | Approved by | Approval date | Effective date | Next review date
---|---|---|---|---
1.0 | Vice-President, Philanthropy | 12 July 2016 | 12 July 2016 | July 2019

**Purpose**
This procedure sets out the steps that must be followed for community fundraising at UNSW, where income is to be managed by the UNSW Foundation. Adherence to this procedure will minimise risk to the University’s reputation.

**Scope**
UNSW Staff

**Are Local Documents on this subject permitted?**
☐ Yes ✒ No

**Procedure Processes and Actions**
UNSW supports Community Fundraising as it provides an opportunity for UNSW to:
- promote the work and brand of UNSW Australia;
- engage external supporters;
- generate additional fundraising income.

UNSW limits the types of Community Fundraising activities it supports so as to limit the risk of reputational damage.
- UNSW only allows online Community Fundraising through fundraising platforms where an agreement is in place between the University and the fundraising platform provider. Please refer to the accompanying Approved Online Fundraising Platform Providers document, or check with the Manager, Development Services.
- UNSW only allows event-based Community Fundraising where the event has been approved by the UNSW Foundation Office.
- UNSW does not allow online Community Fundraising or Crowdfunding campaigns where a reward or material benefit is offered in return for contributions.
- UNSW only allows online Community Fundraising when the UNSW Foundation establishes and authorises the individual online campaign pages.
- UNSW does not accept cash donations.

Further detail about Community Fundraising is available from UNSW Foundation by contacting the Manager, Development Services.

1. **External Party makes contact with UNSW Foundation**
   An external party who wishes to engage in community fundraising on behalf of the University must contact UNSW Foundation through a Development staff member prior to commencing.

   The relevant Development Staff member must obtain the details below from the external party and submit the details to the Manager, Development Services.
1.1. Online Community Fundraising or Crowdfunding projects

- Name of Community Fundraising Campaign / Project
- Purpose of Campaign / Project
- UNSW Project that the external party wishes to support
- Proposed text, photos and video content to be included on the webpage
- Estimate of the Fundraising Target / Goal
- Proposed online fundraising platform
- Confirmation that no material benefits will be offered to donors

For online community fundraising and crowdfunding, this information must be submitted to the Manager, Development Services at least 4 weeks prior to the proposed launch of the community fundraising activity.

1.2. Event-based Community Fundraising (not established through an online platform)

- Name of Proposed Event
- Date and Time
- UNSW Project that the external party wishes to support
- Location
- Estimated number of attendees
- Type of event (eg dinner, afternoon tea, golf day etc).
- Details of how donations will be collected
- Whether there will be any auctions / raffles
- How the event will be ticketed
- Estimate of the Fundraising Target / goal, and any expenditure
- Confirmation that no cash donations will be submitted to UNSW Foundation
- Confirmation that the External Party understands that any expenses incurred will be covered by them, not by UNSW.

For event-based community fundraising, this information must be submitted to the Manager, Development Services prior to the planning stage of the event, at least 8 weeks prior to the proposed date of the event / activity.

2. Assessment of proposed community fundraising activity

The Manager, Development Services is responsible for:

- Reviewing the proposed activity to determine if it meets the requirements for fundraising on behalf of UNSW;
- Assessing the need to seek advice from the UNSW Legal Office and UNSW Foundation Finance; and
- Providing a recommendation to the Director, Development and the Senior Accountant as to whether the proposed Community Fundraising activity should be approved.

Approval will be given if (on the advice of either UNSW Foundation or Legal Office) it is deemed that the proposed Community Fundraising activity:

- Will comply with federal and state laws or regulations in regards to fundraising activities;
- Will comply with UNSW’s policies and procedures;
- Will be undertaken on an approved online fundraising platform where an agreement between the University and the fundraising platform provider exists; and
• Will not involve the conduct of street collections;
• Will not involve cash donations being submitted to UNSW;
• Will not result in a reward or material benefit being offered in return for a contribution;
• Is not likely to expose the University to the risk of reputational damage either through the type of activity being proposed or by association with the individual or group submitting the proposal.

3. Approval and confirmation of community fundraising activity

The Director, Development is responsible for approving the proposed community fundraising activity.

The Manager, Development Services, will:

• Keep a record of the details of all Community Fundraising activities at UNSW;
• Communicate each Community Fundraising activity to relevant internal stakeholders;
• Manage the setup of fundraising webpages for online community fundraising activities.

The Manager, Development Services is responsible for providing an overview of community fundraising at UNSW, and outlining that the external party is responsible for ensuring that:

1. The proposed community fundraising activity complies with all relevant state and federal laws;
2. Safety and liability of anyone participating in the event is considered;
3. Funds raised are safely and securely handled;
4. Accurate financial records are kept;
5. Cash donations are not submitted to UNSW;
6. Expenses incurred will be covered by the external party / organiser;
7. No media will be contacted without the prior approval of UNSW;
8. UNSW’s name, logo and branding are only used with the prior consent of UNSW; and
9. UNSW is kept informed of any alterations to the agreed upon community fundraising activity.

4. Banking, recording, receipting and acknowledging income from a Community Fundraising activity

A UNSW Foundation project must be opened before income can be received from any Community Fundraising activity. (Refer to the Gift Acknowledgement Procedure for how to establish a project.)

UNSW Foundation office staff are responsible for correctly banking, recording, receipting and acknowledging income generated from Community Fundraisers as outlined in the Receipting and Administration of UNSW Fundraising Income Procedure.

5. Cancellation of approval to undertake Community Fundraising

UNSW may revoke any permission to fundraise on behalf of the University if a Community Fundraiser is found to have breached the agreed procedures, broken the law or otherwise placed the University’s reputation at risk.

### Accountabilities

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<th>Responsible Officer</th>
<th>Vice-President, Philanthropy</th>
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<td>Director, Development, Division of Philanthropy</td>
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<td>Contact Officer</td>
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Community Fundraising Procedure
Version: 1.0 Effective 12 July 2016
## Definitions and Acronyms

### Community Fundraising
The process of a party or parties external to the UNSW Foundation Office fundraising on behalf of the University for a specifically approved purpose.

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

Some crowdfunding campaigns offer rewards. UNSW does not support crowdfunding where the contributor receives a reward or material benefit.

Some crowdfunding campaigns are based on an ‘all or nothing’ target, whereby if a total target is not achieved then no donations are given or received. UNSW would not typically support a crowd funding campaign with an all or nothing target unless the UNSW Foundation Office was convinced that the target will be achieved (i.e. if the third party fundraiser was happy to underwrite the target).

### Deductible Gift Recipient (DGR)
An organisation that can receive income tax deductible gifts. Normally a private gift can only be tax deductible if it is made to a DGR. DGRs are either endorsed by the Australian Tax Office or listed by name in the tax law. There are more than 40 general DGR categories including public universities and ancillary funds.

UNSW has DGR status in item 1 of the table in section 30-15 of the *Income Tax Assessment Act 1997*.

### External Party
A person, group or organisation outside of UNSW Foundation. This includes staff members from UNSW Faculties, Divisions, Schools or Centres, and UNSW students who would like to conduct a community fundraising activity.

### Gift Acknowledgement
A UNSW document outlining the intended processes for the administration of a donation (including bequests) or philanthropic grant.

### Gift/Donation
A voluntary donation essentially arising from benefaction and disinterested generosity. A ‘gift’ cannot be made as part of any arrangement under which there is a material benefit to the donor.

Gifts are normally tax deductible if made to entities that are endorsed as Deductible Gift Recipients by the ATO and if the requirements of the tax law are satisfied.

A gift made to a non-profit organisation is not regarded as consideration for a supply of anything and therefore does not trigger a GST liability for the recipient of the gift.

### Online Fundraising
The process of soliciting and receiving fundraising income via the internet.
Receipt
A document evidencing the acceptance of a payment, issued by the University.

UNSW Australia (University of New South Wales)

UNSW Foundation
The UNSW Foundation is responsible for the core roles of Development, and Alumni Relations and Community Engagement. All donations to the University are administered through the UNSW Foundation Office, a unit within the Division of Advancement at UNSW.

Revision History

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