



## Donations and Fundraising Policy

### PURPOSE AND CONTEXT (1)

- 1) Donations, bequests and fundraising activities form an important role in Rockhampton Girls Grammar School's fulfilling its mission and vision. This policy outlines the School's requirements for the effective and ethical acceptance and management of donations and the conduct of fundraising activities.
- 2) The School welcomes donations from its graduates, staff, individuals, governments and agencies, the business community and other organisations which support its Mission.
- 3) Donations may be used to support any endeavour consistent with the mission and vision of the School including scholarships, prizes, research, staff positions and community outreach, or to acquire equipment or fund capital works. The funds may be expended completely or maintained as an endowment.
- 4) This policy applies to all donations, bequests and fundraising activities (be they in cash or kind) and to anyone who is involved in the raising or receipting of funds donated for School purposes.
- 5) This policy does not apply to sponsorship. The School may establish a policy on sponsorships in due course. Grants to the School by the Australian Government, state and local governments, are not covered by this Policy.

### DEFINITIONS (2)

The following definitions apply for the purpose of this policy:

- A. Bequest means a donation of property by will or codicil.
- B. Donation means a voluntary contribution or gift, whether in cash or kind. Donations will have the following characteristics:
  - I. There is a payment of money or a transfer of the beneficial interest in property;
  - II. The payment or transfer is made voluntarily;
  - III. The payment or transfer arises by way of benefaction;
  - IV. No material benefit or advantage is received by the donor.
- C. Donor means any person or organisation making a donation to the School.
- D. Endowment is a donation made with the intention that funds are invested to ensure ongoing support for beneficiaries from the investment earnings.
- E. Fundraising Activity means all activities undertaken by or on behalf of the School with the aim of soliciting or receiving donations.
- F. Grant is the provision of financial assistance from a grant-making entity (such as a charitable School) to the School. Grants may be treated as donations if the grant does not involve the return of any material benefit to the grant maker.
- G. Pledge means a documented commitment to make a donation within a specified period of time.
- H. Prospect means a prospective donor, ie. an individual or organisation with both the financial capacity and the likely inclination to support the School via a major donation (as may be defined by the School from time to time) or a bequest.
- I. Recognition means actions taken by the School to recognise the generosity of donors, individually or collectively.
- J. Sponsorship means a transfer of money or property to the School in a transaction where the sponsor receives certain specified material benefits in return.
- K. Tied donations refer to any donation given and received for a specified purpose that cannot normally be used for any other purpose without the donor's approval. For example, to specifically fund the salary of a professorial chair, the purchase of equipment, or to fund a named annual student prize or scholarship. Tied donations may have an end date.
- L. Untied donations refer to any donation given and received for no specified purpose that can be used at the discretion of RGGS.
- M. Will refers to a legal declaration of a person's wishes regarding the disposition of their property after death.

### POLICY STATEMENT (3)

The principles underpinning this Policy are:

- A. transparent and ethical processes for the acceptance and management of donations and fundraising activities
- B. Protecting the confidentiality of donors and sponsors consistent with their wishes and to the extent provided by law

- C. adequately identifying funds and using them for the purpose which they were provided
- D. compliance with all relevant legislation governing fundraising
- E. there will be a strategic, uniform and coordinated approach for the seeking and acceptance of donations

- 1) All donations in cash or kind (with the exception of library materials or works of art which are subject to separate policies - see Section 4 Part C below) are made to the School or the RGGGS Trust with the intention of supporting the School's mission and vision .
- 2) The Executive Team is responsible for managing the School's relationships with donors and prospective donors.
- 3) No member of the School or its associated organisations may make formal approaches for fundraising purposes unless coordinated with, and approved through Office of Advancement and Alumni which must approve all fundraising activities including appeals, events, and private requests.
- 4) The School only accepts donations where they are ethical in nature and they are consistent with the mission, vision and policies of the School. The School reserves the right to refuse an offered donation.
- 5) The solicitation of donated funds for the School must be for School purposes generally and may be for specific projects.
- 6) Staff must seek advice from the Business Manager, with regard to the potential impact on the School prior to accepting any in-kind donation.
- 7) No person representing the School or the School is to engage in speculation about the taxation implications or legal status of donations with respect to the potential impact on the donor. Donors should seek their own independent advice about these matters (refer Part E).

## PROCEDURES (4)

### Part A - Solicitation of Donations to RGGGS

- 1) Solicitation of donations may be undertaken through various approved methods including, but not limited to, direct mail or face-to-face appeals.
- 2) Staff wishing to undertake the soliciting of donations or fundraising activities for the School must apply in writing for approval from the Principal. Applications should include who they will be approaching and the methods they intend to use.

### Part B - Acceptance of Donations to RGGGS

- 1) The School accepts donations through a variety of means including: cash, cheque, credit cards, direct deposit, money order, shares, property and approved forms of in-kind donations.
- 2) The School will process monetary donations in a timely manner, and in accordance with relevant legislation, will issue a receipt upon acceptance of a donation.
- 3) Where in-kind donations include the offer cattle, agistment, building materials and labour, library books, art works, musical instruments, sporting equipment or other assets; the staff member involved must notify the Enterprise Manager and Principal before accepting. These donations are then recorded by the Finance Department and appropriate recognition given in accordance with Part C.
- 4) Where an offer of a donation is not accepted, the Principal, in consultation with the Executive will determine the appropriate manner in which to convey to the donor the School's decision.
- 5) Certain fundraising activities are not regarded as philanthropic, and do not generate donations. Such activities include the sale of raffle tickets or tickets to attend a fundraising event. However, the donor may require specific acknowledgement of their support. Staff and students undertaking these endeavours should liaise with the Enterprise Manager to ensure consistency in acknowledging donors.
- 6) Donors are encouraged to provide written advice to the School with details of their donation, including identifying the amount, purpose, and if appropriate, pledge period of time.
- 7) No staff or students engaged in activities resulting in or relating to receipting of donations on behalf of the School will grant or accept favours for personal gain, and will avoid actual or apparent conflicts of interest.

### Part C - Recording and Management of Donations

- 1) Administration will receive, bank and process all donations on behalf of the School. All staff are responsible for ensuring that all donations received by the School by any means are forwarded immediately to Administration through the Enterprise Manager along with copies of any accompanying documentation such as letters, cards, notes, and agreements.
- 2) The Finance Department is responsible for ensuring that all monetary funds received by the School are deposited to the correct School account within 48 hours and the Enterprise Manager is issued with an official receipt for tax purposes.
- 3) The Enterprise Manager must ensure that an appropriate acknowledgement is organised to be sent to the donor. Donations with a value of \$5000 or over must be acknowledged in writing by the Principal.
- 4) The Business Manager will maintain a secure fundraising database that will record sufficient information in order to manage the donation with regards to the donor's intent. Each record may contain:
  - a. the name and contact details of the donor or their legal representative;
  - b. the type of donation (cash, in-kind, bequest etc);

- c. a description of the donation (cheque, money order, shares, property, pledge, in-kind services);
  - d. the amount or value of the donation, including pledge period, if appropriate;
  - e. the conditions of the donation (if applicable) including if the donation is to be endowed and the terms of the endowment;
  - f. the purpose to which funds/goods/services are to be used;
  - g. the receipt details;
  - h. the recognition provided to the donor by the School;
  - i. the history of contact with the School;
  - j. who was responsible for soliciting the donation and who is to be responsible for nurturing the donor.
- 5) In the case of donations made in-kind the amount of the donation recorded will be that amount stipulated through independent valuation.
  - 6) Tied donations will be managed separately and in accordance with the donor's intent. Wherever possible the School will use the donation in accordance with the original specified purpose and conditions. Where this is not possible, the Principal will contact the donor, or their representative, to discuss alternative acceptable purposes.
  - 7) The Enterprise Manager or Principal (depending on the value in accordance with C.3) will inform the donor (or their legal representative) of the use to which donations have been disbursed, the amount of the disbursement, and if appropriate, the recipient (in the case of scholarships and prizes for tied donations).
  - 8) Information gathered by the School about its donors in the normal course of receiving donations is subject to the School's Privacy Policy.
  - 9) All information pertaining to a donation is confidential and as such is to be protected from inappropriate distribution and/or publication. Distribution and publication of such information will be consistent with the donor's wishes and to the extent provided by law.
  - 10) Donors may request copies of the School's Annual Report, which includes financial statements.

#### **Part D - Fundraising Activities.**

- 1) Fundraising activities must be free from unethical practices and consistent with the mission, vision and policies of the School.
- 2) Only authorised representatives of the School may conduct fundraising activities. Parties wishing to raise money on behalf of the School must contact the Principal prior to commencing these activities.
- 3) All materials used in advertising an approved fundraising activity must state the intended use for any money raised and be approved by the Enterprise Manager.
- 4) Recognition should be given to donors in fundraising activities consistent with Part C of this policy.
- 5) It is the responsibility of the Enterprise Manager to coordinate and manage the School's structured fundraising programs. This includes, but is not limited to, Annual Alumni Appeals and the Bequest Program.

#### **Part E - Taxation**

- 1) There are differing taxation provisions and requirements applicable to various types of donations (whether the donation is in cash or kind). These may impact on the donor and/or the School.
- 2) Donors are encouraged to seek independent professional advice about the taxation status and any other business or legal implications associated with their donations.
- 3) For taxation purposes, an independent valuation of the goods or services is required where a donation is made in-kind. The donor is responsible for arranging and paying costs associated with the valuation of the goods.
- 4) RGGGS has an ABN 59 896 511 098, is registered with Australian Charities and Not-for-profits Commission (ACNC) and holds Deductible Gift Recipient (DGR) status for the purpose of taxation for the Building Fund and Scholarship Fund.

### **GUIDELINES (5)**

#### **Part G - Donor Recognition**

- 1) The School will manage its relationships with its supporters and prospective supporters in a coherent and collaborative fashion.
- 2) Donors or prospective donors may have multiple affiliations and interactions with different parts of the School, and the School's management of such relationships should seek to acknowledge this. Institutional collaboration and dialogue are essential for a coherent and coordinated approach to maximising donor support.
- 3) A decision to make a philanthropic donation to an area of the School will be dictated by the donor's decisions and interests. The School will therefore adopt a donor-centric approach to requests for philanthropic support, based on an understanding of the donor's interests as well as the institution's needs.
- 4) The School, via the Enterprise Manager will ask for donations (including major bequests) in a planned and coordinated way, to maximise potential success and to discourage inappropriate, ill-considered, or multiple approaches to potential donors.

- 5) Once a donation or pledge has been received, effective management of donor relations encourages donor loyalty and provides a compelling case for the donor's continued support. Donor relations consists of three distinct elements:
- 6) Acknowledgement - All donations to the School will be promptly and properly receipted in accordance with Section D
- 7) Recognition - The School may publicly demonstrate its appreciation for the support given by donors through donations and pledges in a number of ways including:
  - a. "Thank you" functions held with School Executive and/or the RGGGS Board members. Note: all School events involving donors must be approved by and organised in consultation with the Principal.
  - b. Acknowledgement of support on Honour Boards or similar.
  - c. Naming rights (approved in accordance to the Naming of Physical Features Policy). Note: Australian Taxation Office Rulings indicate that mere public recognition does not constitute a material benefit to the donor.
- 8) Stewardship - The School accepts responsibility for advising donors on the use of funds donated and the impact of their donations to the School. This will be actioned by the Principal for donations of \$5000 and over, and the Enterprise Manager for those under \$5000 in accordance with Part C.3.

## POLICY RELEASE DETAILS

Date of Policy	May 2017
Approved by	Board May 2017
Review Date	As required by legislation or changes to the Act or Regulations
Access	T:\01. ADMINISTRATION\School Policies\Current

Board of Trustees of Rockhampton Girls Grammar School *trading as*

Rockhampton Girls Grammar School

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