

Fundraising Policy

Section 1 - Background and Purpose

(1) The La Trobe University Fundraising Policy governs the soliciting and accepting of gifts made to the University.

Section 2 - Scope

(2) Fundraising is an activity that must be licensed. The University is registered with the Victorian Commission for Gambling Regulation and has DGR 1 and 2 and TCC status from the ATO which authorises the institution to undertake fundraising. Fundraising that is not for and on behalf of the University may not be covered by this authorisation and further advice should be sought.

(3) This Policy applies to all groups and individuals who are fundraising in the name of La Trobe University, whether real or implied. This includes all Colleges, campuses, divisions and organisational units of the University. This Policy does not apply to student fundraising.

Section 3 - Policy Statement

(4) The Alumni and Advancement Office will be responsible for the co-ordination, assignment and management of donations, donors and prospective donors to La Trobe University.

(5) Only authorised contracted employees of the University are permitted to fundraise on behalf of the University. Authorisation for fundraising can only be granted by the Alumni and Advancement Office. Decisions on whether a project may be authorised as a fundraising activity will take into account the University's stated mission, values and goals as outlined in the current strategic and operational plans.

(6) The Alumni and Advancement Office will only proactively work on projects that are outlined in the current approved Advancement Plan for La Trobe University.

(7) The University aims to ensure that donor needs and wishes are supported and coordinated to ensure that:

- a. Gifts are commensurate with the prospect's desire and ability to give;
- b. The University's priority needs are effectively communicated to prospective donors;
- c. Key personnel/academic links with University staff are respected and encouraged;
- d. All donors are effectively recognised and an on-going relationship is developed.

(8) The Alumni and Advancement Office will oversee relationship-building between donors and La Trobe University through appropriate stewardship (relating to compliance with the donor's wishes; effective management of the gift and accurate record keeping of donor details).

(9) Donations received of less than \$50,000 will be assigned according to the donor's wishes. Unassigned donations will be managed solely by the Alumni and Advancement Office according to the strategic priorities of the University.

Section 4 - Procedures

Overview

(10) The Alumni and Advancement Office will be responsible for the co-ordination, assignment and management of donations, donors and prospective donors to La Trobe University.

(11) The Alumni and Advancement Office, established within the Office of the Vice-Chancellor, will be the central co-ordinator for all University fundraising activities, also acting as an advisory service, a repository of information on all donors and prospective donors and as a clearinghouse for all fundraising campaigns, appeals, submissions and approaches.

(12) All approved fundraising programs will be co-ordinated by the Alumni and Advancement Office, with a strict adherence to prospect clearance, co-ordination and engagement.

(13) This will ensure that:

- a. All La Trobe University organisation units continue to have access to central fundraising expertise and services.
- b. All fundraising efforts are carefully and professionally co-ordinated.
- c. All contacts with prospective benefactors are planned and undertaken in a manner that maximises donor affinity to and support of La Trobe University.

(14) Alumni and Advancement Office staff, University staff or appointed external consultants are authorised to solicit funding according to the University's Fundraising Policy.

Alumni and Advancement Office Responsibilities

(15) The Alumni and Advancement Office will be responsible for:

- a. Approving all fundraising activities undertaken in the name of La Trobe University;
- b. Advising the University Executive (including the Vice-Chancellor, Deputy Vice-Chancellors, Pro Vice-Chancellors,) and other University staff on issues related to fundraising;
- c. The ongoing operation of the La Trobe University Foundation;
- d. Initiating and co-ordinating fundraising campaigns;
- e. Bequest and planned giving programs;
- f. Prospect research and tracking;
- g. Donor stewardship;
- h. Managing and maintaining all data on fundraising in the University.

Commencing Fundraising

(16) Any individual or group (such as a campus, college, division) may commence a fundraising activity on behalf of La Trobe University. However, they must first contact the Alumni and Advancement Office, prior to making any contact with prospective donors, in order to seek approval for the fundraising activity.

Advice on Fundraising Activities

(17) The Alumni and Advancement Office will advise on the appropriateness and timing of any solicitations in light of institutional priorities and any known University circumstances or financial commitments/other activities by those considered to be potential donors.

(18) Projects must relate to strategic goals of the University (see policy) and only those that are in alignment with the University's Strategic Plan will be approved.

Information required by Alumni and Advancement Office

(19) In order to determine whether a fundraising project may be approved, the following information needs to be provided to the Alumni and Advancement Office.

- a. The name of the local officer(s) responsible for the implementation and management of the fundraising activity/campaign;
- b. The outcomes expected/desired from the fundraising activity/campaign;
- c. Resources to be applied to the fundraising activity;
- d. The specific purpose to which funds raised will be allocated;
- e. The timeframe for the activity (including a wrap up date, if appropriate);
- f. Any evidence of potential donors;
- g. Statement of how the project fits with the University's strategic priorities.

Communication with Alumni and Advancement Office

(20) The individual or group (such as a campus, College, division) is required to communicate regularly (weekly, monthly, quarterly as appropriate) with the Alumni and Advancement Office to update staff on the progress with the fundraising activity.

(21) Participation in prospect clearance meetings will be required to ensure that key potential supporters are not exposed to multiple approaches from La Trobe staff.

Funds Raised

(22) All funds raised through the activity/campaign undertaken will be directed through the La Trobe University Foundation and governed by the University's current investment and management policies.

Section 5 - Definitions

(23) For the purpose of this Policy:

- a. Donor prospect: alumni, individual, corporation or foundation likely to offer money, sponsorship or in-kind gift to the University.
- b. Stewardship: ensuring that the needs of the donor are met, the gift is well managed and records kept up to date.
- c. DGR: Deductible Gift Recipient. A classification which provides donors to the organisation the opportunity to claim their gift as a tax deduction.
- d. TCC: Tax Concession Charity. Charity status which enables the institution to apply for exemptions and concessions for income tax, GST and Fringe Benefits Tax (FBT)
- e. ATO: Australian Taxation Office
- f. FIA: Fundraising Institute of Australia

Section 6 - Stakeholders

Responsibility for implementation – Head, Services and Support.

Responsibility for monitoring implementation and compliance – Senior Director, Alumni and Advancement.

Status and Details

Status	Current
Effective Date	27th September 2016
Review Date	27th September 2017
Approval Authority	Vice-Chancellor
Approval Date	27th September 2016
Expiry Date	Not Applicable
Unit Head	Joanna Watts Head, Services and Support
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