



# FUNDRAISING POLICY

**SHINE CAMBODIA INCORPORATED**

**Approved Date**

2 September 2017

**Approved by**

The Board

**Next Review Date**

2 September 2018

**Policy Owner**

Project Manager

# 1. Purpose

- 1.1 Donations and Fundraising activities form an important role in Shine fulfilling its mission and goal of young people leading a movement to end poverty. This Fundraising Policy ('this policy') makes clear Shine's position on Fundraising practice and the standards expected of it in raising funds from the community.
- 1.2 Shine is committed to ensuring that Fundraising activities are carried out in a manner that is ethical and consistent with Shine's broader aims and purpose. This policy sets out a framework to ensure Shine representatives (employees, volunteers and Community Leaders) uphold these values.

# 2. Scope

- 2.1 This is an internal policy that applies to all Shine representatives, as well as individuals external to Shine involved in the raising or receipting of funds donated to Shine.
- 2.2 This Policy applies to all donations, bequests, Fundraising events, campaigns, email fundraisers and individual solicitations conducted by Shine. This Policy does not cover grants and sponsorship.
- 2.3 This Policy is to be read and applied in conjunction with all other Shine policies and procedures.

# 3. Definitions

**Bequest.** A donation through a will.

**Donation.** A voluntary contribution by a donor of money, property, or goods. It does not include a grant or sponsorship.

A Donation has the following characteristics:

- There is a payment of money or a transfer of a gift;
- The payment or transfer is made voluntarily;
- The payment or transfer confers a benefit on Shine; and
- No material benefit or advantage is received by the Donor.

**Donor.** Any individual or other entity that makes a Donation to Shine.

**External fundraiser.** Any Fundraising activity conducted on behalf of Shine by an individual or body external to the organisation.

**Fundraiser.** A person, corporation or organisation that carries out activities for the purpose of raising Donations to be directed towards the objects of Shine.

**Fundraising activity.** Any activities including, but not limited to campaigns, email fundraisers, phone banking, individual solicitations and Fundraising events undertaken by or on behalf of Shine with the aim of soliciting or receiving Donations.

**Fundraising materials.** All written and verbal communications that contain a Fundraising ask and will be viewed by potential Donors.

**In-kind donation.** A type of Donation where, instead of giving a monetary Donation, goods and services themselves are given.

**NTD.** Non Tax Deductable.

**OAGDS.** Overseas Aid Gift Deduction Scheme.

**Over Fundraising.** Where funds raised exceed the amount required for the Primary Purpose for which they were received.

**PBI.** Public Benevolent Institution.

**Primary Purpose.** The main purpose or cause of a Fundraising activity towards which the funds raised will be put.

**Peer to peer Fundraising.** A form of Fundraising where supporters raise money from their personal networks on Shine's behalf.

**Secondary Purpose.** An additional purpose that provides for how excess/unused funds will be used in circumstances of Under/Over fundraising.

**Tied Donation.** Any Donation given and received for a specified purpose that cannot be used for any other purpose without the Donor's approval.

**Tied Fundraising.** A form of Fundraising activity where Donations are requested to fund a specific purpose.

**Under Fundraising.** Where funds raised are insufficient to fund the Primary Purpose for which the funds were solicited.

## 4. Policy Statement

The principles underpinning this Policy are:

- Promoting transparent and ethical processes for Fundraising activities and the solicitation, acceptance and management of Donations and Fundraising activities;
- Conducting Fundraisers ethically and in a manner consistent with Shine's mission and purpose;
- Communicating truthfully and accurately to the public;
- Protecting the confidentiality of Donors consistent with their wishes and Shine's privacy policy;
- Adequately identifying funds and using them for the purpose for which they were provided;
- Complying with all relevant legislation governing Fundraising; and
- Pursuing a strategic, uniform and coordinated approach to Fundraising and to seeking and accepting Donations.

## 5. Procedures

### 5.1 Soliciting Donations

5.1.1 Solicitations of Donations may be undertaken through various approved methods including, but not limited to, direct mail, email, face-to-face social media and crowdfunding.

5.1.2 When soliciting Donations, Fundraisers must disclose to the potential Donor:

- a) That the donation will be used for Shine's initiatives or for a purpose otherwise approved under Section 5.4 of this Policy
- b) Where relevant, any Secondary purpose the Donation may be put towards

5.1.3 Where a Donor requests further information about a Fundraiser, campaign or event, Shine will provide this information within a reasonable timeframe.

### 5.2 Fundraising activities

5.2.1 Only authorised representatives of Shine may conduct Fundraising activities.

5.2.1 An authorised representative of Shine includes

- a) Employees
- b) Volunteer staff
- c) Shine supported peer to peer participants

5.2.3 Any other individual or entity as authorised by the CEO, Board or Project Manager.

Shine representatives must obtain approval for Fundraising activities and appeals that fall outside the scope of their position (See 5.3 Approval for Fundraising activities)

5.2.4 Fundraising materials must be appropriately branded and solicitations must clearly identify Shine's

- a) Name;
- b) Address;
- c) Australian Business Number; and
- d) Objectives.

### 5.3 Approval to fundraise

5.3.1 Fundraising asks and activities that fall within the scope of a Shine representative's authorised position description do not require approval.

5.3.2 Fundraising asks and activities that fall outside the scope of a Shine representative's authority or the scope of their position must be directed to the CEO, Board or Project Manager for approval.

5.3.3 Personal network Fundraising is exempt from the above requirement contained in section 5.3.2 above

### 5.4 Tied Fundraising

5.4.1 All Tied Fundraising activities must be approved by the Board and CEO.

5.4.2 Shine acknowledges that restricted funds collected from tied Fundraisers are subject to legal liabilities under both State and Federal legislation.

5.4.3 Where there is a specific purpose for Donations, the intended use of Donations must be accurately and clearly stated in all promotional materials.

5.4.4 All tied Fundraiser appeals must include the following Secondary purpose:

*“ If the primary objective of this appeal is achieved or cannot be met, any surplus or unused funds will be used for Shine's general initiatives to help end poverty. ”*

5.4.5 The Secondary purpose must be included on both the Fundraising appeal page and the Fundraising donation page.

5.4.6 The Secondary purpose must be made clear to the Donor prior to their Donation.

5.4.7 Accountability for managing tied funds will be negotiated between the representative running the appeal and the Finance Personnel.

## 5.5 Accepting Donations

- 5.5.1 Shine accepts Donations in the forms of cash, bank transfers, paypal, property and approved In-kind donations.
- 5.5.2 A discretion exists for Donations to be refused by:
- a) The Board
  - b) A member of the Board within their authority
  - c) Shine representatives within the authority delegated to them by the Board
- 5.5.2 If a Donor's Donations has been refused, the Donation must be returned and the Donor informed of the grounds for refusal.
- 5.5.2 Representatives at Shine must not accept commissions, bonuses or payments for Fundraising activities on behalf of the organisation from Shine supporters.

## 5.6 Recording and management of Donations

- 5.6.1 Shine will receive, bank and process all Donations within 14 days of receiving and accepting them.
- 5.6.2 If requested, a receipt will be issued by Shine once a Donation has been accepted (see section 7 Receipts).
- 5.6.3 Shine will maintain a secure Fundraising database that records sufficient information to manage the Donation.
- 5.6.4 The record of each Donor will contain:
- Name and contact details of the Donor;
  - Type of Donation (cash, bank transfer, paypal etc.);
  - Amount or value of Donation;
  - once charitable status has been achieved, description of Donation tax status (OAGDS, PBI or NTD when qualified for these); and
  - Tied condition of Donation (if applicable).
- 5.6.5 All information supplied to Shine by Donors will be used solely to fulfil Donation purposes and will be managed in compliance with Shine's Privacy Policy.

## 5.7 Distributing funds

- 5.7.1 Tied Donations will be tracked separately.
- 5.7.2 Where it is not possible for a Donation to be used for the original specified purpose, Shine will allocate the funds to the Secondary purpose.
- 5.7.3 Shine commits to discharging all of its resources to its initiatives within a reasonable timeframe.

## 6. External Fundraising

- 6.1 Fundraisers run on behalf of Shine must be approved in writing.
- 6.2 External fundraisers must apply to Shine through an Authority to Fundraise Application Form.
- 6.3 An Executive member will issue a letter of Authority to Fundraise once the Authority to Fundraise Application Form has been approved.

- 6.4 All Fundraising activities conducted in partnership with, or on behalf of Shine must be consistent with Shine's aims, objectives, ethics and values.
- 6.5 Use of Shine's logo and branding must accord with Shine's brand style guide. The style guide must be provided by Shine upon request.
- 6.6 External Fundraisers must clearly identify that funds raised from the appeal are to be directed to Shine.

## 7. Receipts

- 7.1 Receipts may be created and issued only by the CEO or Project Manager.
- 7.2 For Donations made online through Shine's webpage, an official receipt for tax purposes will be automatically issued to the Donor within 24 hours of receiving the Donation - once Shine receives DGR.
- 7.3 For Donations in the form of cash or cheque, receipts will be issued manually and only on request.
- 7.4 Where a receipt is to be manually generated, it will be issued within 28 business days of banking the Donation.
- 7.5 Donations over \$2AUD will be considered tax deductible, and unless otherwise requested by the donor, a tax deductible receipt will be issued.

## Reporting

- 8.1 Shine will keep clear and accurate records of income and expenditure in relation to each of its Fundraising activities.
- 8.2 Shine will fully and accurately disclose to the public its Fundraising and administration costs.
- 8.3 In accordance with relevant legislation and regulations, Shine's annual reports and financial statements must include information required by the obligations contained in 8.1 and 8.2.
- 8.4 These reports will be made available to the public as well as individual Donors upon request.