

Philanthropic Donations Procedure

Policy code:	GC2012
Policy owner:	Advancement Manager, Chancellery
Approval authority:	Chief Operating Officer and Chief Financial Officer
Approval date:	15 November 2023
Next review date:	01 November 2024

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Purpose

This procedure outlines the framework for administering philanthropic gifts to Federation University Australia and the Federation University Australia Foundation. The Advancement Unit is responsible for the processing, receipting and reporting of all philanthropic income for Federation University Australia.

The procedure seeks to be compliant with all relevant Australian charitable and tax legislation.

The purpose of this procedure is to:

- Identify when income should be classified as a "gift";
- Ensure that Federation University Australia ("the University") maintains its deductible gift recipient DGR status with the Australian Taxation Office ATO;
- Maximise benefits received from fundraising opportunities and gifts
- Ensure accountability and transparency of financial transactions
- Ensure that all communication between the University and the Donor is concise with regards to the receipt and application of the donated funds;

- Outline the procedure for fundraising and gift arrangements for the University; and
- Create a framework for the use and promotion of the University's status as an ATO endorsed DGR.

Scope

All areas within Federation University Australia, including the Federation University Australia Foundation.

The scope of this procedure includes gifts of money and property such as real estate, shares, stock and equipment, and cultural gifts. Donors may be individuals, corporations, charitable trusts, foundations, private ancillary funds (PAFs) and other organisations.

Please refer to the Research Office for all research funding activities and donor management, and gifts of cultural materials (artworks, historical material, library materials) to the Director, Library Services.

Exclusions

The following are not philanthropic gifts, and are excluded from this policy:

- Government funds
- Researching funding activities and donor management
- Cultural gifts and donations of historical materials, artworks and Library-type materials
- Commercial income including sponsorships
- Services provided at no charge (pro bono services)
- Gifts or benefits offered to staff

Legislative Context

- Income Tax Assessment Act 1997 (Cth)
- Charities Act 1978 (Vic)
- Charter of Human Rights and Responsibilities Act 2006 (Vic)
- Privacy and Data Protection Act 2014 (Vic)
- Trustee Act 1958 (Vic)
- Federation University Australia Act 2010 (Vic)
- Federation University Australia Statute 2021 (Vic)
- Other Federal and State Legislation and Regulations as appropriate.

Definitions

Term	Definition
Advancement Committee	means the University Committee responsible for supporting the University in its philanthropic and fundraising ambitions and activities.
Advancement Unit	means the University office responsible for managing the University's relationships with donors, prospective donors and alumni. Staff within this office have the responsibility of developing and implementing strategies for relationship management, in partnership with other University staff and contractors.

Term	Definition
ATO	means the Australian Tax Office, which administers, on behalf of the Federal Government, the process by which charities such as the University may accept gifts and manage ongoing annual compliance requirements.
Bequest / Planned Gift	means a gift provided for by a donor during his/her own lifetime, the principle benefit of which is not available to the organisation until some future date – often at the time of the donor’s death, or at the end of a specified term.
Bursary	means a payment made to a student, or on behalf of a student, to assist with expenses associated with study at Federation University Australia.
Cash gift	means gifts of money, including foreign currency. The money may be paid in various ways, including by cash, cheque, credit card or electronically. In Australia the gift to a Deductible Gift Recipient must be AUD\$2 or more.
Chancellor’s Circle	means a benefactor recognition program with the specific purpose of acknowledging bequests and major donors of the University.
Contact Report	means a written record of a significant interaction between a fundraiser and a donor or prospective donor.
Contributor Relations	means a module of the Federation University Australia student management system, Oracle People Soft Campus Solutions which enables the tracking and acknowledgement of all gifts to the University.
Council remuneration	means a gift of pre-tax earnings of Council members.
Crowd funding	Crowd funding is the practice of funding a project or venture by raising small amounts of money from a large number of people, typically via the Internet. It can be used to support a wide variety of activities, including scientific research. Multiple crowd funding websites (companies) currently exist to facilitate funding of these activities. Crowd funding companies are generally for-profit and charge a fee.
Cultural Gift	<p>means gifts of culturally significant property (except property that is an estate or interest in land or in a building or part of a building). In Australia, cultural gifts are made under the Cultural Gifts Program administered by the Department of the Environment, Water, Heritage and the Arts (DEWHA) with the advice of the Committee on Taxation Incentives for the Arts. In Australia this gift type does not cover testamentary gifts made under a will.</p> <p>Federation University Australia will not accept collections of materials under the scheme without first assessing the suitability of resources to meet the learning, teaching and research needs of the University, set out in The Federation University Australia Library Gifts and Donations Guidelines. The University reserves the right to refuse gifts at the discretion of the Director, Library Services. Enquiries regarding the Federation University Australia Library Gifts and Donations Guidelines and The Cultural Gifts Program should be directed to Director, Library Services in the first instance.</p>

Term	Definition
Deductible Gift Recipient DGR	means an organisation entitled to receive income tax deductible gifts and deductible contributions. DGR entities are either endorsed by the Australian Taxation Office ATO or specifically listed by name in income tax.
Designated Gift	means a gift which a donor has given specific directions on the purpose for which the gift is to be used.
Donation	means a voluntary transfer of money or property to the University by way of benefaction where no material benefit is received by the donor.
Donor	means any person or organisation making a gift to the University.
Endowment	<p>means an investment fund in which the capital is preserved and annual expenditure is restricted to all or a portion of the income from the investment, such that the activity or project funded may be supported in perpetuity. Gifts may also be invested with instructions that the capital may be spent, but such investments would not normally be called endowments.</p> <p>The minimum amount to establish a donor identified endowment account is \$10,000 over three (3) years. Distributions from the endowment account will be reinvested until the minimum amount is met or unless advised otherwise by the donor.</p>
Federation University Australia Foundation (the Foundation)	means the University administrative section charged with the active promotion of philanthropy and management of donated resources for the advancement of the University. The financial accounts of the Federation University Australia Foundation will be managed by the Advancement Unit with oversight from the Advancement Committee.
Federation University Australia Library (the Library)	is the section of the University charged with managing the University's Cultural Gifts Program.
Foundation	means the Federation University Australia Foundation.
Fundraiser	means a person whose job or task is to seek financial support for Federation University Australia or the Federation University Australia Foundation.
Fundraising	means any activity undertaken by or on behalf of the University with the aim of soliciting or receiving gift.
Gift	means any transfer of money or property to the University made voluntarily by way of benefaction where no material benefit is received by the donor. The money or property must be owned in full by the University once received. Grants received by the University may be considered gifts if they comply with this definition. Sponsorships are not considered gifts, as they normally confer material benefit on the sponsor. Federation University Australia is an endorsed Deductible Gift Recipient in Australia. Most gifts made to the University of AUD\$2 or more are allowable deductions for income tax payers in Australia. A gift for which the donor is entitled to a tax deduction in Australia. Taxation Ruling TR2005/13 Income Tax: Tax deductible gifts – What is a gift explains what a gift is for the purposes of

Term	Definition
	the gift deduction provisions under Division 30 of the Income Tax Assessment Act 1997.
Gift Agreement	means a document finalising an agreement between the University and donors involved in a planned gift such as a bequest.
Grant	means the provision of financial assistance from a grant-making entity (such as a charitable foundation) to the University. Grants may be treated as gifts if the grant does not involve the return of any material benefit to the grant maker.
In kind	means gifts of personal property, including but not limited to works of art, furniture, rare books, manuscripts, or any other item that is determined as being of value.
Material benefit	means a material advantage. It does not matter if the advantage returned is of less value than the gift amount. This can still be considered material. Mere recognition or acknowledgement of the gift (such as a small plaque or mention in a newsletter) does not constitute a material benefit. However, enlarging the acknowledgement into forms of advertising or promotion would constitute a material benefit.
Naming Right	means the naming of a building, structure, facility, academic position or Scholarship in honour of an individual or organisation, or in recognition of financial contribution and support.
Pledge	means an expression of intent to give a gift in the future. Pledges may be fulfilled as once-off payments or instalments over a finite period of time. All pledges or changes to a pledge must be made in writing.
Prize	means an annual award made to students based on designated criteria for eligibility, academic excellence and/or practical performance or exhibition. They may be monetary, product, in-kind or experience based.
Prospective	means a prospective donor, i.e. an individual or organisation with both the financial capacity and the likely inclination to support the University via a major gift (as may be defined by the University from time to time) or a bequest.
Property	As well as physical things, property includes rights and interests that are capable of ownership and have a value. This gift types does not cover testamentary gifts, that is, gifts made under a will.
Real Estate	may include improved or unimproved land, personal residences, commercial property, rental property, or rural land. If it is the intention of the donor that the University not immediately dispose of the real estate, an agreement between the University and the donor must be in place before the University may accept such a property. A gift of real estate must be tested with state and Commonwealth laws, including EPA regulations, and the donor must provide satisfactory evidence of environmental compliance.
Recognition	means actions taken by the University to recognise the generosity of donors, individually or collectively.

Term	Definition
Recurring gift	means a gift committed by the donor to be given at regular intervals (e.g. monthly, annually) for an indefinite period of time.
Scholarship	means a payment made to a student, or on behalf of a student, to assist with expenses associated with study at Federation University Australia.
Shares	<p>one of the equal parts into which a company's capital is divided, entitling the holder to a proportion of the profits</p> <p>To be eligible to be considered a DGR gift shares must be:</p> <ul style="list-style-type: none"> • equal to or less than \$5000.00 in value on the day they are donated • the shares were acquired in a listed public company • when the shares were gifted, they were listed for quotation on the official list of an Australian stock exchange • the shares were acquired at least 12 months before they were gifted.
Sponsor	means the corporate organisation or individual who provides a cash and/or in-kind fee paid in return for access to commercial benefits associated with that asset / property sponsored.
Sponsorship	has an expectation of benefit to the sponsor, such as naming rights, promotion and public recognition. Sponsorship is not tax deductible under the same rules as philanthropic gifts
Staff remuneration gift	means a gift of pre-tax earnings of staff.
Stewardship	means advising donors on the use of gifts and the impact of their giving.
Testamentary Gift	means when certain property is left in a will to a specific person or entity. There are two terms used to refer testamentary gifts, a 'devise' and a 'bequest'. A devise is where the gift is of real property (eg land) while a bequest is where the gift is of personal property.
Tied donation	means any gift 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 professional chair, the purchase of equipment, or to fund a named annual student prize or scholarship. Tied gifts may have an end date.
Trading stock	<p>In Australia this refers to the trading stock of a business, but only if two conditions are met:</p> <ul style="list-style-type: none"> • the gift is a disposal of the trading stock outside the ordinary course of the donor's business; and • if the gift involves the forced disposal or death of livestock – no income tax election has been made to spread or defer the profit. <p>For this gift type, it is not necessary for the trading stock to have been purchased during the 12 months before the fit was made.</p>
University	means Federation University Australia.
Undesignated gift	means a gift for which the donor has made no clearly indicated designation as to the method or purpose of expenditure is deemed an unrestricted gift.

Term	Definition
	This term may also be applied to gifts designated to general support of the University.
University Staff Contribution	<p>Gifts of pre-tax earnings of staff and University Council member. Special procedures must be observed, however, to ensure taxation laws are not breached and the University's privileged taxation status is not compromised.</p> <p>a) General Principles</p> <p>In the event of such earnings being donated to the University by a member of staff or Council, the funds become the property of the University. How those funds are utilised is a matter for determination by the Advancement Unit.</p> <p>b) Use of Donated Pre-Tax Earnings</p> <p>It is proper and welcome for the staff or Council member making such a gift to give advice or make suggestions about the appropriate use of the funds. The University will give full and careful consideration to such suggestions when making decisions about the appropriate use of the funds. The University is, however, under no obligation to accept such advice and any attempt to enforce such advice or suggestions may breach taxation legislation and invalidate the nature of the funds as a gift.</p>
Will	means a legal declaration of a person's wishes regarding the disposition of their property after death.

Actions

University Engagement

	ACTIVITY	RESPONSIBILITY	STEPS
1	The University must ensure that all fundraising activities which the University engages in, either directly or indirectly through an external body, comply with the Donations Policy, in particular:	University Wide	<ul style="list-style-type: none"> Maintaining a proper book of accounts and records. Accounts are to be reconciled on a monthly basis and signed off by the Chief Operating Officer or nominee. Ensuring a Gift Agreement is in place for fundraising activities over \$10,000 Obtaining approval of the Vice-Chancellor or delegated officer for all Gift Agreements Ensuring funds received through fundraising are used in accordance with the relevant Gift Agreement

ACTIVITY	RESPONSIBILITY	STEPS
		<ul style="list-style-type: none"> Assessing risk management strategies when conducting fundraising, to ensure the level of risk is commensurate with the organisation's exposure and capacity to manage the risk

Management

	ACTIVITY	RESPONSIBILITY	STEPS
1	To implement a strategic, uniform and coordinated approach	Advancement Manager	<ol style="list-style-type: none"> adopt transparent and ethical processes for the acceptance and management of gifts and fundraising activities across the entire University. develop operational procedures to accompany each fundraising activity such that a strategic, uniform and coordinated approach to fundraising, gift acceptance and receipting is achieved. This is to ensure that multiple, conflicting, or inappropriate solicitations will be minimised. protect the confidentiality of donors and sponsors consistent with their wishes and to the extent provided by law. adequately identify funds and use them for the purpose which they were intended. maintain Deductible Gift Recipient (DGR) status under the Income Tax Assessment Act.

Donor relations

Upon receiving a gift or pledge, the efficient management of donor relations is critical for maintaining donor loyalty and recurring support.

	ACTIVITY	RESPONSIBILITY	STEPS
1	Negotiations with donor	Fundraiser/s Advancement Unit	Initial negotiations will be held with potential donors in relation to a gift or pledge. The negotiations will consider whether the gift is a tied gift or untied gift, and whether any recognition will be given to the gift.
2	Verification of gift or pledge	Advancement Unit	Upon receipt of a potential gift or pledge, the Advancement Unit will contact both Finance and Legal as and when required, to determine if the gift or pledge meets the University's DGR status and is compliant with the University's gifts Policy.
3	Assessment of potential gift \$10,000 - \$99,999.99 \$100,000.00 - \$249,999.99 \$250,000.00 and above	Advancement Manager Vice-Chancellor and Deputy Vice-Chancellor (Global and Engagement) Advancement Committee / Chancellor	<p>The Advancement Manager may refer gifts of less than \$10,000 to the Committee or to members with delegated authority where there may be an issue of principle involved.</p> <p>Recommendations to the Advancement Committee or to members with delegated authority will be made by the Advancement Manager or Deputy Vice-Chancellor (Global and Engagement) for all gifts valued at \$10,000 and above.</p> <p>The Vice-Chancellor and/or Deputy Vice-Chancellor (Global and Engagement) may refer a gift valued at less than \$250,000 to all members of the Advancement Committee for approval if there is a concern or an issue of principle.</p> <p>Offers of gifts valued at \$250,000 and above will be submitted to all members of the Advancement Committee. The acceptance or non-acceptance of a gift will be determined by the responses of at least three members of the Committee. If a majority decision</p>

	ACTIVITY	RESPONSIBILITY	STEPS
			cannot be reached, the Chancellor's decision will prevail.
4	Acceptance or denial of a gift or pledge	Advancement Committee	<p>Decisions about the acceptance or non-acceptance of gifts will be conveyed to the Advancement Manager by the Advancement Committee or by members with delegated authority within three (3) working days of submission however the time period for a decision may be extended if there is a concern or an issue of principle.</p> <p>The University retains absolute discretion to refund a gift if it sees fit.</p>
5	Gift Agreement	Advancement Unit	<p>Ensure a Gift Agreement is in place for fundraising activities over \$10,000</p> <ul style="list-style-type: none"> • Obtaining approval of the Vice-Chancellor or delegated officer for all Gift Agreements • Ensuring funds received through fundraising are used in strict accordance with the relevant Gift Agreement
6	Processing a Bequest	Advancement Unit	<p>Upon receipt of a potential bequest, the Advancement Unit will contact both Finance and Legal as and when required, to determine if the bequest meets the University's DGR status and is compliant with the University's gifts Policy.</p> <ul style="list-style-type: none"> • When accepting a bequest, the donor is advised to use the following wording. <p>The following should be used for a general bequest to the University: "I GIVE to Federation University Australia ("the University") of University Drive, Mount Helen in the State of Victoria or its successors in law, the sum of \$..... ("the gift") for such general purpose as the Vice-Chancellor of the time being thinks fit, and I</p>

	ACTIVITY	RESPONSIBILITY	STEPS
			<p>DECLARE that the receipt of the Vice-Chancellor or any other proper authorised officer of the University shall be sufficient to discharge to my executors/ trustees for the gift”.</p> <ul style="list-style-type: none"> Depending on the value of the bequest, the bequest will be assessed by the relevant delegated authority as per the assessment of gifts procedure. Once approved, follow either the pledge processing or gift processing procedure.
7	Processing a property bequest	Advancement Unit	<p>Upon receipt of a potential property bequest, the Advancement Unit will contact both Finance and Legal as and when required, to determine if the property bequest meets the University’s DGR status and is compliant with the University’s gifts Policy.</p> <ul style="list-style-type: none"> The following should be used if a specific property bequest to one of the University’s programs is to be made: <p>“I GIVE to Federation University Australia of University Drive, Mount Helen in the State of Victoria or its successors in law, the sum of \$..... or \$..... of my residual estate (“the gift”) and request that the gift shall be applied for the general purpose of (name of program) or scholarship within the Federation University Australia.</p> <p>AND I DIRECT that, should the specific or general intention of my bequest fail for any reason, then I GIVE the gift to the Vice-Chancellor of the University for the time being, to be applied in as similar a way as possible to my original intention as the Vice-Chancellor decides in their absolute discretion.</p>

	ACTIVITY	RESPONSIBILITY	STEPS
			<ul style="list-style-type: none"> • AND I FURTHER declare that the official receipt of the Vice-Chancellor or any other proper authorised officer of the University shall be sufficient to discharge to my Executor for the gift”. • Depending on the value of the bequest, the bequest will be assessed by the relevant delegated authority as per the assessment of gifts procedure. • Once approved, follow either the pledge processing or gift processing procedure.
8	Processing a gift received by cash, cheque, credit card	Advancement Unit	<p>1. Process into Contributor Relations All gifts of cash, cheque or credit card must be entered into Contributor Relations.</p> <p>2. Revenue Collection Reconciliation Once processed, a Revenue Collection Reconciliation form needs to be produced from Contributor Relations.</p> <p>3. Finance Receipt / Tax Invoice The Revenue Collection Reconciliation form needs to be signed and taken to Student HQ to be processed with the credit card payment or Finance to be processed with the cash or cheque.</p> <p>Student HQ or Finance will produce a receipt / tax invoice and provide a stamped copy of the Revenue Collection Reconciliation form showing that the payment has been received by Student HQ or Finance.</p> <p>4. Produce Gift Receipt An official tax deductible gift receipt or non tax-deductible gift receipt is then to be produced from Contributor Relations.</p> <p>5. Thank you letter</p>

	ACTIVITY	RESPONSIBILITY	STEPS
			A thank you letter and official gift receipt must be sent to the donor within five (5) working days of the gift being received.
9	Processing a gift received by BPAY or Direct Deposit	Advancement Unit	<p>1. Create a Tax Invoice A Tax Invoice must firstly be created through myFinance.</p> <p>2. Process into Contributor Relations Once the tax invoice has been paid, the gift by Cheque, BPAY or Direct Deposit must be entered into Contributor Relations.</p> <p>3. Produce Gift Receipt An official tax deductible gift receipt or non tax-deductible gift receipt is then to be produced from Contributor Relations.</p> <p>4. Thank you letter A thank you letter and official gift receipt must be sent to the donor within five (5) working days of the gift being received.</p>
10	Processing a gift received through Council Remuneration	Advancement Unit	<p>1. Council Remuneration Pledge form Council members interested in donating to the Federation University Australia Foundation fill out a Council remuneration form. This data is then entered into Contributor Relations as a pledge for the next 12 month period.</p> <p>2. Payroll Advancement Unit staff will download data from the University's Magiq system showing all Council members giving to the Federation University Australia Foundation on a fortnightly basis.</p> <p>3. Process into Contributor Relations Advancement Unit staff then upload a file from Magiq on a fortnightly basis into Contributor Relations.</p> <p>4. Produce Gift Receipt</p>

	ACTIVITY	RESPONSIBILITY	STEPS
			<p>At the end of the financial year, an official tax deductible gift receipt or non tax-deductible gift receipt is then to be produced from Contributor Relations.</p> <p>5. Thank you letter A thank you letter and official gift receipt must be sent to all Council donors at the end of the financial year.</p>
11	Processing a gift received through Staff Giving	Advancement Unit	<p>1. Staff Giving Pledge form</p> <p>Staff members interested in donating to the Federation University Australia Foundation fill out a staff giving form. This data is then entered into Contributor Relations as a pledge for the next 12 month period.</p> <p>2. Payroll</p> <p>Advancement Unit staff will download data from the University's Magiq system showing all staff giving to the Federation University Australia Foundation on a fortnightly basis.</p> <p>3. Process into Contributor Relations</p> <p>Advancement Unit staff then upload a file from Magiq on a fortnightly basis into Contributor Relations.</p> <p>4. Produce Gift Receipt</p> <p>At the end of the financial year, an official tax deductible gift receipt or non tax-deductible gift receipt is then to be produced from Contributor Relations.</p> <p>5. Thank you letter</p> <p>A thank you letter and official gift receipt must be sent to all staff donors at the end of the financial year.</p>

	ACTIVITY	RESPONSIBILITY	STEPS
12	Processing a pledge	Advancement Unit	<p>1. Process into Contributor Relations</p> <p>Upon approval, the pledge must be entered into Contributor Relations, creating a pledge payment schedule, and whether any pledge reminders need to be sent.</p>
13	Receipt / Thank you letter	Advancement Unit	<p>The Advancement Unit will produce receipts for all individuals and organisations that make gifts to the University within five (5) working days of the gift.</p> <p>All receipts must contain the following information:</p> <ul style="list-style-type: none"> • Name of the donor making the gift • Name of the fund or institution to which the gift is made • University's Australian Business Number (ABN) • Date the gift was received • Amount of money donated <p>A thank you letter will be sent to the donor with the official gift receipt advising the donor on the use of the funds donated and the impact of their giving.</p>

Fundraising campaigns and initiatives

The University must ensure that all fundraising activities which the University engages in, either directly or indirectly through an external body, comply with the gifts Policy.

Each individual fundraising campaign / initiative must be processed separately according to this procedure.

No member of the University may finalise approaches for fundraising purposes unless coordinated with, and approved through the Advancement Unit.

	ACTIVITY	RESPONSIBILITY	STEPS
1	Determine the type of fundraising activity to be undertaken	All fundraiser/s Advancement Unit	<p>Choose the type of fundraising activity to be undertaken, eg:-</p> <ul style="list-style-type: none"> • Direct mail • Social functions such as dinners, receptions etc.

	ACTIVITY	RESPONSIBILITY	STEPS
			<ul style="list-style-type: none"> • Web pages to solicit gifts • Advertisements in publications or other trade journals
2	Complete a Fundraising Request Form	All fundraiser/s Advancement Unit Vice-Chancellor Deputy Vice-Chancellor (Global and Engagement) Deputy Vice-Chancellor (Research and Innovation)	<p>A fundraising request form must be completed for all fundraising campaigns and initiatives.</p> <p>The fundraising request form must include a donor list and the proposed fundraising material to be used.</p> <p>The Vice-Chancellor must approve all University-wide fundraising campaigns and initiatives.</p> <p>The Deputy Vice-Chancellor (Global and Engagement) must approve all fundraising campaigns and initiatives for Schools.</p> <p>The Deputy Vice-Chancellor (Research and Innovation) must approve all research funding applications where the income received is a donation.</p>
3	Donor List	Advancement Unit	<p>A complete list of the potential and/or current donors for the fundraising activity must be provided before beginning or upon ratification of the fundraising activity.</p> <p>Only potential and/or current donors approved via the fundraising request form can be contacted.</p>
4	Fundraising Materials	All fundraiser/s Advancement Unit	Once the fundraising activity has been approved, a copy of all proposed fundraising materials related to that activity must be submitted for approval.

Naming rights

The University's Naming of Buildings and Facilities Guidelines should be referred to in relation to any naming rights, naming of University buildings and naming of parts of buildings, rooms, other University areas or facilities.

The Naming Rights for University assets, equipment, services or scholarships not covered by the University's Naming of Buildings and Facilities Guidelines shall be determined by the Advancement Committee.

	ACTIVITY	RESPONSIBILITY	STEPS
1	Naming Rights for University assets, equipment, services or scholarships	Advancement Unit Deputy Vice-Chancellor (Global and Engagement)	Upon receipt of a potential gift or pledge, the Advancement Unit will consider any naming rights requests with the donor in conjunction with the Deputy Vice-Chancellor (Global and Engagement) and the Advancement Committee as necessary.

Prospect management

Prospective Donors

Under the auspices of the Deputy Vice-Chancellor (Global and Engagement), the Advancement Manager is responsible for managing the University's relationship with prospective donors.

The Deputy Vice-Chancellor (Global and Engagement) may delegate the responsibility for managing relationships with prospective donors as is required.

Records of prospective donors will be held by the Advancement Unit.

Accountability

The University's accounts are subject to audit by internal and external auditors. The Advancement Unit takes responsibility for tracking the progress made on projects funded by donors and for reporting back to donors regularly. Some donors have specific reporting requirements and timelines which are documented by the Advancement Unit to ensure compliance with the donor expectations.

	ACTIVITY	RESPONSIBILITY	STEPS
1	Create a contact report for each prospective donor	Fundraiser/s Advancement Unit	Use the contact report template. Always complete the contact report as soon as possible after an interaction with a prospect to ensure that you remember significant details. When possible the contact report information should be entered directly into Contributor Relations and filed with the Advancement Unit.
2	Research	Fundraiser/s Advancement Unit	Research is undertaken on key information about each prospect

	ACTIVITY	RESPONSIBILITY	STEPS
			<p>such as giving history and priority giving areas.</p> <p>When possible the research information should be entered directly into Contributor Relations and filed with the Advancement Unit.</p>
3	Analysis	Fundraiser/s Advancement Unit	<p>Once research has been undertaken, 'ratings' will be assigned to a prospect in accordance to a key criteria, such as capacity to give, an inclination to give, strength of connection / affinity to the university, readiness to give and predicted level of giving.</p> <p>Once a key criteria has been assigned, the fundraiser/s will work with the Advancement Unit in relation to proposed timeframe for the targeted ask.</p> <p>When possible the key criteria information should be entered directly into Contributor Relations and filed with the Advancement Unit.</p>
4	Solicitation strategy	Fundraiser/s Advancement Unit	<p>The fundraiser's in conjunction with the Advancement Unit will devise and assign a solicitation strategy to each prospect, which could include contact methods, identifying when the prospect may be invited to an event, which staff member will be introduced to the prospect, and an appropriate project that may interest the prospect.</p> <p>When possible the solicitation strategy should be entered directly into Contributor Relations and filed with the Advancement Unit.</p>
5	Developing a schedule that will lead to an ask	Advancement Unit	<p>When to make the first contact, when to review, when to ask etc. and tracking progress against this schedule.</p>

Supporting Documents

- [Global Partners and Community Engagement Policy](#)
- Advancement Committee Terms of Reference
- Federation University Australia Foundation Revenue Collection Procedure
- [Naming of Buildings and Facilities Procedure](#)

Responsibility

- The Vice-Chancellor will assess and approve all University-wide fundraising campaigns and initiatives
- Deputy Vice-Chancellor (Global and Engagement) (as the Approval Authority) is responsible for monitoring the implementation, outcomes and scheduled review of this procedure.
- The Advancement Manager (as the Policy Sponsor) is responsible for maintaining the content of this procedure as delegated by the Deputy Vice-Chancellor (Global and Engagement).
- The Deputy Vice-Chancellor (Research and Innovation) has the responsibility to approve all research funding applications where the income received is a gift.

Promulgation

The [Philanthropic Donations Procedure](#) will be communicated throughout the University via:

1. an Announcement Notice under 'FedNews' website and through the University Policy - 'Recently Approved Documents' webpage to alert the University-wide community of the approved Policy;
2. inclusion on the University Policy, Procedure and Forms website; and/or
3. inclusion on the relevant Federation University Australia website and Federation University Australia Foundation website page;
4. advising the Federation University Australia Advancement Committee of the approval.

Implementation

The [Philanthropic Donations Procedure](#) will be implemented throughout the University via publication on the website page

Records Management

All donations and donor engagement must be recorded in the University's donor management system Contributor Relations.

Title	Location	Responsible Officer	Minimum Retention Period
Accounts and records	Various	Chief Financial Officer or delegate Advancement Unit	7 years
Assessment of potential gift	Various	Advancement Unit	7 years

Title	Location	Responsible Officer	Minimum Retention Period
Acceptance or denial of a gift or pledge	Various	Advancement Unit	7 years
Bequest / Will (monetary / property)	Various	Advancement Unit	7 years
Contact Report	Various	Advancement Unit	7 years
Donor information	Various	Advancement Unit	7 years
Donor list	Various	Advancement Unit	7 years
Fundraising campaigns and initiatives	Various	Advancement Unit	7 years
Fundraising materials	Various	Advancement Unit	7 years
Fundraising request form	Various	Advancement Unit	7 years
Gift Agreement	Various	Advancement Unit	7 years
Grants	Various	Advancement Unit	7 years
Pledge forms	Various	Advancement Unit	7 years
Prospective donor information	Various	Advancement Unit	7 years
Staff and Council contribution forms	Various	Advancement Unit	7 years
Stewardship donor information	Various	Advancement Unit	7 years
Tax receipts	Various	Advancement Unit	7 years
Thank you letters	Various	Advancement Unit	7 years