

College of Emergency Nursing Australasia

Fundraising Policy

1 Purpose and Scope

This policy governs the College of Emergency Nursing Australasia (the 'College') fundraising. This includes all activities undertaken by or on behalf of the College, with the aim of seeking or receiving donations of money or property. In this policy and subsidiary procedures, 'gift' or 'donation' means a gift or donation made to the College, not gifts offered to individual members of the National Board, committees, subcommittees or other person (the 'College entities') authorized to carry out any activity or function of the College. For guidance on gifts or benefits made to College entities, see the College of Emergency Nursing Australasia Gifts and Benefits Policy.

2 Policy principles

The following principles underpin this Fundraising Policy:

- A strategic approach to fundraising will be implemented for the benefit of the College members in accordance with its aims and objectives as agreed upon by the National Board
- Fundraising activities will be conducted in a highly ethical and collaborative spirit
- College entities engaged in fundraising activities will conduct themselves as ambassadors for the College
- Relationships with the College's supporters will be appropriately managed for the long term
- Multiple, conflicting, or inappropriate solicitations will be avoided.

3 Definitions

Beneficiary means the recipient area (e.g. the College) which will receive the benefits from a donation.

Bequest means a donation of property by will. See 'Will'.

Marketing Committee is the College lead responsible for managing the College's relationships with donors and prospective donors. Members within this committee have responsibilities for

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developing and implementing strategies for relationship management, in partnership with other College entities. The financial accounts of the Marketing Committee will be managed by the Finance Director.

Donation means a voluntary transfer of money or property to the College by way of benefaction where no material benefit is received by the donor from the College in return.

Donation in-kind means a donation other than a donation of money – e.g. goods, services, or property. Donation as defined here is understood to include the terms 'gift, bequest or devise'.

Donor means any person or organisation making a donation to the College.

Endowment is a donation made with the intention that funds are invested to ensure ongoing support for beneficiaries from the investment earnings.

Fundraising Activity means all activities undertaken by or on behalf of the College with the aim of soliciting or receiving donations.

Gift — see 'Donation'.

Grant is the provision of financial assistance from a grant-making entity (such as a charitable foundation) to the College. As the College is a non-profit body, grants may be treated as donations if the grant does not involve the return of any material benefit to the grant maker.

Pledge means a documented commitment to make a donation within a specified period of time.

Prospect means a prospective donor, i.e. an individual or organisation with both the financial capacity and the likely inclination to support the College via a major gift (as may be defined by the College from time to time) or a bequest.

Recognition means actions taken by the College to recognise the generosity of donors, individually or collectively.

Sponsorship means a transfer of money or property to the College in a transaction where the sponsor receives certain specified material benefits in return.

Will refers to a legal declaration of a person's wishes regarding the disposition of their property after death.

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4 Policy statement

4.1 Approved fundraising projects

The National Board will create and maintain a list of approved fundraising priorities for the College. Any additional projects must be approved as a fundraising priority before fundraising takes place.. Approval to raise funds for activities, and approval to seek gifts from specific individuals, corporations, foundations, etc., are separate processes. See 4.3 below on the process for soliciting donations to the College.

4.2 Relationship management

- The College will manage its relationships with its supporters and prospective supporters in a coherent and collaborative fashion.
- Donors or prospective donors may have multiple affiliations and interactions with different parts of College, and the College'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.
- A decision to make a philanthropic donation to the College will be dictated by the donor's decisions and interests. The College 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.

4.3 Legal and tax counsel

- The College encourages donors to seek legal and tax advice before making a gift. The College is not able to provide such advice to donors.
- The College will inform the donor of circumstances which require the College to use legal counsel to assist with a gift, for example to review transactions with potential conflicts of interest or to assess any tax or other legal implications in accepting a gift.

4.4 Asking for donations

- The College will ask for donations (including major gifts and bequests) in an ethical, planned and co-ordinated way, to maximise potential success and to discourage inappropriate, ill-considered, or multiple approaches to potential donors.

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- Donations should be sought for the project(s) and area judged most likely to receive a donation from a prospective donor, based on an understanding of the prospective donor's interests.
- The Standing Delegations of Authority list those College entities authorised to approve solicitation of donations.
- Authorisation to solicit a donation on the College's behalf should be sought in the first instance from the Executive Director or their proxy. Differences of view will be referred to the National Board for decision.

4.5 Acceptance of donations

- Appropriateness of accepting donations given as a gift or benefit are to be managed in line with the Gifts and Benefits Policy.
- Only those authorised to do so under the Standing Delegations of Authority may accept donations to the College. This includes donations made in cash, in-kind, by bequest, or in any other way.
- All approved donations to College will be accepted via the Finance Director and will be disbursed in accordance with the College's funding priorities.
- The College may decide at its absolute discretion to decline a donation or to return a donation previously accepted. Any decision to decline or return a donation will be made by the National Board.

4.6 Donations to endowment

- Donations to endowment are donations made with the intention that funds are invested to ensure ongoing support for beneficiaries from the investment earnings.
- Donations to endowment will be accepted by the College in the same way as other donations, in accordance with the College's Donation Acceptance Procedures (see section 5 and 6).
- While donations other than donations to endowment are distributed to faculties and divisions as per the Donation Processing and Disbursement Procedures, endowment funds will be managed within the College Foundation accounts.

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- The College will establish procedures for the management of endowed funds in due course.

4.7 Donor relations

- 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:
 - i. **Acknowledgement** — All donations to the College will be promptly and properly receipted with a charitable tax receipt. Finance Director or their proxy is authorised to provide such a receipt.
 - ii. **Recognition** — The College may publicly demonstrate its appreciation for the support given by donors through donations and pledges in a number of ways. [Australian Taxation Office Goods and Services Tax Ruling GSTR 2000/11](#) par. 67 (under review) indicates that mere public recognition does not constitute a material benefit to the donor.
 - iii. **Stewardship** — The College accepts responsibility for advising donors on the use of funds donated and the impact of their giving.
- The Chair of Marketing will oversee College-wide donor relations program on behalf of the College, in partnership with other committees where appropriate. The specific details of the College's donor relations program are documented by the Executive Officer and will form part of the Annual General Meeting and National Board reports.

4.8 Recognition through naming

- The College may, at its sole discretion, choose to recognise substantial support of the College, by persons or organisations, through naming a physical or academic entity in recognition of their contribution.

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- The Standing Delegations of Authority list those with the authority to approve naming of College entities in this way.
- The College Recognition Naming Policy outlines the process for recognising supporters of College through naming.

5 Acceptance of donations

- The National Board will be responsible for the review, acceptance or refusal of gifts to the College. The National Board may also establish a Donation Acceptance Advisory Committee to advise on gift acceptance as needed.
- Core to the acceptance of gifts is the promotion of emergency nursing excellence and the principles and aims of College of Emergency Nursing Australasia.
- While a donor may place some restrictions on the use of a proposed gift, the donor will maintain no influence over the money or property once transferred to the College.
- The College will not accept gifts that require it to provide any valuable consideration to the donor or anyone designated by the donor, such as employment (voluntary or otherwise) in the College, enrolment in a College program, or a College procurement contract.
- The College will not accept gifts that would involve unlawful discrimination.
- The Executive Director or their proxy is responsible for ensuring that College entities are aware of their responsibilities relating to soliciting and managing gifts for the College under this policy.
- Where a donation might be subject to the purchase of equipment, it should be made clear to the donor that the College's processes relating to purchase of equipment prevail.
- Some gifts may not be kept by the College in the form in which they are donated. For example, shares may be sold as soon as they are received by the College. In such instances this should be communicated to the donor before the gift is made.
- Once a gift has been accepted, the Finance Director is responsible for recording and acknowledging it.

6 Non acceptance of gifts

- Gifts which do not support the College's mission and goals, or which could damage the College's reputation will not be accepted by the College.
- In rare circumstances the College may deem it necessary to refund gifts because it is in the best interest of the College or because the conditions agreed to in accepting a gift cannot or will not be met.

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