Fundraising Policy

Policy Statement

Good Neighbours Australia's ("GNAU") vision of "Empowering People, Transforming Communities" not only guides us, it also motivates us in our work each day as we seek to "make a world a place without hunger, where people live together in harmony".

When it comes to engaging with our donors we want them to also feel connected to the cause - to help those suffering from poverty, disasters and oppression, to achieve self-reliance and rebuild hope - knowing that they're working in partnership with an organisation they can trust.

To gain and sustain their trust, GNAU will strictly adhere to its ethical fundraising principles and practices, meeting its high standards of professional conduct, transparency and accountability.

GNAU is not only committed to ensuring its fundraising activities are carried out in accordance with its own standards, but they will also comply with the principles and standards of the Australian Council for International Development ("ACFID")[1], the regulations of the Australian Taxation Office ("ATO"),[2] and the Charitable Fundraising Regulation 2021 (NSW).[3]

Purpose

The purpose of this policy is to outline the guiding principles and practices relating to fundraising activities undertaken by GNAU.

Scope

This policy applies to all GNAU Committee members, employees, contractors, and volunteers. It covers all activities that are intended to generate funds for GNAU, to support such activities as its child sponsorship programs, community development projects, emergency aid and community engagement activities, both domestically and internationally.

[1] Fundraising and the Code of Conduct - ACFID

[2] https://www.ato.gov.au/businesses-and-organisations/not-for-profit-organisations/gifts-and-fundraising

[3] Charitable Fundraising Guidelines | NSW Government

Sources

GNAU may accept donations from various sources including but not limited to:

- individuals, companies, and organisations
- philanthropic trusts and foundations
- corporate foundations
- deceased estates

Definitions

- Donation – a voluntary transfer of money or property where there is no material benefit or advantage to the donor. A deductible gift receipt is issued for donations of $2 and over.
- Donor – an individual or their legal representative (in the case of a deceased person's bequest), or other entity that donates to a cause.
- Fundraising – the act of seeking and obtaining donations on behalf of a cause.
- Sponsorship – undertaking a fundraising activity with support received in the form of money in return for a benefit of value. Sponsorship is not considered a donation as a tax-deductible receipt is not issued as per the definitions above in accordance with the Charitable Fundraising Act 1991 (NSW) and Charitable Fundraising Regulation 2021 (NSW).

Principles

GNAU is guided by the following organisational principles, and ACFID's Fundraising Charter:[4]

- our fundraising activities will comply with all relevant laws, regulations and codes of conduct;
- any communication we make to the public or supporters in the course of carrying out a fundraising activity will be relevant and truthful;
- supporters will be informed about the purposes for which funds are being raised and will be able to access information on programs supported by their donation;
- fundraising activities or donations will not be undertaken or accepted if they are deemed risky and detrimental to the reputation or community standing of GNAU;
- we will maintain a high standard of transparency, accountability and ethical practice in fundraising initiatives in line with the Charitable Fundraising Act NSW 1991 (NSW), Charitable Fundraising Regulation 2021 (NSW), and with fundraising legislation and regulations in other States and Territories as required.

[4] ACFID Fundraising Charter: https://acfid.asn.au/wp-content/uploads/2022/06/The-ACFID-Fundraising Charter_Aug-2018.pdf

Fundraising Activities

Only authorised GNAU staff are permitted to:

- process donations;
- issue tax-deductible receipts and donor refunds;
- conduct donor acquisition campaigns e.g. events, telemarketing, direct mail and digital campaigns;
- use the donor relationship management database;
- record and access donor information as required;
- organise or authorise fundraising events and other activities.

All GNAU staff who are responsible for receiving and processing donations will:

- respect and value all who donate, and provide excellent donor care;
- ensure donation processes are secure and transparent;
- acknowledge donations in a prompt manner;
- respond to all donor feedback and enquiries in a timely manner;
- respect and maintain donors' privacy and confidentiality;
- GNAU will ensure a high standard of data security is always upheld.

Ethical Sponsorships and Partnerships

Where appropriate, GNAU may seek opportunities to work with external organisations where shared vision, values and objectives align. However, as it's vital that GNAU maintains its independence and ethical standards, it will not allow external partnerships to bring GNAU into disrepute. As such, GNAU will seek, as far as is practical and within the constraints of the law:

- fundraising opportunities and/or campaigns that do not compromise the independent status of GNAU; and,
- to ensure that the organisational values of the sponsor or partner are consistent with GNAU's organisational values.

Prior to entering any sponsorship or partnership agreement, GNAU will review publicly available information as well as appropriate references about the potential sponsor/partner, to ensure their mission and values align with GNAU's. To demonstrate transparency and accountability, a full list of sponsors and partners will be maintained on GNAU's website.

Privacy

Donor information collected by GNAU is private and confidential. Our Privacy Policy is available online: Good-Neighbours-Australia-Privacy-Policy-©2023.pdf (goodneighbours.com.au).

Acceptance or Rejection of Donations

GNAU is committed to ensuring the source of donations, grants, gifts, and any other incoming funds are from legitimate and ethical sources, as outlined in its Acceptance or Rejection of Donations Policy.

Refunds and Cancellations

GNAU recognises that it is possible for existing regular donors to experience a change in personal circumstances which may require them to decrease or cease regular donations. We further recognise that errors could also be made by donors, or GNAU staff, or the financial institutions involved in donation transactions. GNAU will not automatically refund donations but will review all requests on a case-by-case basis, and endeavour to refund donations made in error or under circumstances that may warrant an approved refund in compliance with our legal obligations. If a refund request is approved, the donor will undertake to inform ATO regarding tax-deductible receipts already issued to them.

Responsibility

The Executive Director is responsible for the strategic management of this policy. The Campaign Manager is responsible for the day-to-day operations of this policy.

Review

This Policy will be reviewed every three years, or earlier if required.

Acknowledgement

GNAU acknowledges the initial templates for this policy were sourced from Wesley Mission[5] and the Great Barrier Reef Foundation[6] on 08/01/2024, they were further modified to suit GNAU's operating environment.

[5] Fundraising policy | Wesley Mission

[6] Fundraising Policy - Great Barrier Reef Foundation

Related Policies

- Communication Policy
- Organisational Code of Conduct
- Acceptance and Rejection of Donations Policy
- Cybersecurity Policy
- Risk Management Framework

Document Control Information

Fundraising Policy	
Owner	Executive Director
Master Copy	Campaign Manager
Date Created	31/01/2024
Date of Last Reviewed	N/A
Approved by the Committee	13/03/2024
Date of Next Review	31/01/2027

Date	Version	Revision Description	Reviewed / Updated by
31/01/2024	1	Created	Executive Director