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<b>Title: Philanthropy &amp; Fundraising Policy</b>	

# Philanthropy & Fundraising Policy

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## Background

The following policy has been developed to assist the Burnet Institute in the acceptance of donations, grants or sponsorship (*funding*) that can be used to advance the vision, mission, goals and objectives of the Institute.

Burnet Institute sources general/unrestricted and specific/restricted funding to support infrastructure, research and development, public health and international development programs. In addition, funding for international development programs from the Australian community is required to meet certain targets in order to maintain accreditation with the Department of Foreign Affairs and Trade (DFAT Australian Aid).

- All philanthropic and fundraising activities aimed at benefiting the Institute and its programs is coordinated through the Philanthropy & Supporter Engagement team within the Strategic Funding, Partnerships, Innovation and Communications group. This includes the solicitation, acceptance, management, distribution and acquittal of funding from private sector sources (individuals; foundations, including family foundations; Private Ancillary Funds; corporations, including corporate foundations).

All philanthropy and fundraising activities undertaken by staff, volunteers, partners and suppliers must be undertaken in an ethical and accountable way. At all times care must be taken to ensure that the Burnet Institute's name and reputation is not damaged by inappropriate solicitation and/or development of relationships with organisations or individuals that do not fit the criteria set out in this document.

## Policy statement/overview

### 2. Code of Conduct

All Burnet offices and third party agencies when acting for Burnet, agree to conduct fundraising activities according to the relevant legislation governing fundraising in each State of Australia and the professional codes of conduct promoted by the appropriate fundraising, marketing and advertising institutes that operate in their country. In Australia this will be the Fundraising Institute of Australia Code ([fia.org.au/fiacode](http://fia.org.au/fiacode)) on ethical and professional conduct. Philanthropy and fundraising staff and volunteers will be required to complete the FIA Code course.

Philanthropy and fundraising staff and volunteers will endeavour to actively participate in industry bodies, working groups and discussions to ensure they are constantly aware of best practice processes and methodologies. All activities across philanthropy, fundraising and communications will be guided by privacy principles (see below) as well as Australian Council for International Development Code of Conduct Principles..

At no time should a donor, funder or partner feel pressured, intimidated or be made to feel guilt or shame for not supporting Burnet Institute. All funding received should be at the free will of the donor, funder or partner and with full awareness of the implications of the funding both to the donor and to Burnet Institute. Donations should not be actively pursued from donors who are experiencing vulnerability.

### 3. Funding Sources

Funding may come through a variety of channels including: appeals, gift in wills, pledge programs, endowments, Trusts and Foundations, donations of assets (such as property and shares), awards/fellowships/scholarships, events, corporate cash gifts, in-kind support, sponsorship or partnerships, as well as other promotional activities undertaken either by Burnet or for the benefit of Burnet.

Burnet will accept funding as long as the intention of the funding is only to support the work of Burnet, and acceptance will not damage the reputation of Burnet or its partners. If there is doubt about the acceptance of a funding, due to the industry or behaviour/reputation of the donor, regardless of the amount, the proposed funding shall be referred to the CEO for arbitration.

Funding may be restricted to specific projects, individual researchers, themes or countries or they may be unrestricted.

### 4. Donations, Grants and Sponsorship

In accordance with the ATO's "Gifts and Fundraising" (<https://www.ato.gov.au/printfriendly.aspx?url=/non-profit/gifts-and-fundraising/> (<https://www.ato.gov.au/printfriendly.aspx?url=/non-profit/gifts-and-fundraising/>)) to be considered as a gift to Burnet, a *donation* or *grant* must meet the following requirements:

- There is a transfer of money or property
- The transfer is made voluntarily
- The donor does not expect anything in return for the gift
- The donor does not materially benefit from the gift.

If the donor benefits from the donation, it may still be tax-deductible as a contribution.

The following gifts made to Burnet are tax deductible:

- **Money:** Gifts of \$2 or more
- **Property:** As well as physical things (such as land and objects), property includes rights and interests that can be owned and have a value (such as shares and ownership rights)

In accordance with ATO requirements, tax receipts must include the following information:

- The name of the institution to which the gift has been made
- The institution's ABN and contact details
- The fact that the receipt is for a gift
- Gift amount

- Gift date
- Name of the donor
- Donor address

Where the sponsor receives certain specified material benefits in return for the transfer of money or property this is considered *sponsorship* and attracts GST. If in doubt guidance should be sought.

## **5. Sourcing Funds from Corporations**

Burnet is proactive in soliciting funding from corporations to support the work of the Institute. In sourcing potential organisations, Burnet will not solicit funds from corporations that are in conflict with the core values of Burnet, or those that operate outside the law. Burnet will only solicit and accept funding from those corporations that have a solid reputation within the community and espouse values consistent with those of the Institute.

Organisations or their subsidiaries, whose business activities or products cause damage to health or cause human suffering, are inappropriate for solicitation; for example tobacco companies.

When disagreement arises among staff as to the appropriateness of dealing with an organization, the CEO will provide direction.

## **6. Event Fundraising**

It is acceptable for Burnet to receive funds when it is recognised as a beneficiary of an event. Donations should be transparent and should not be derived or accepted from events that are not in line with the values of the Burnet Institute or other sponsors are not in line with the values of Burnet or where association with the event may cause damage to the reputation of Burnet.

## **7. Volunteers & Fundraising**

Volunteers may be utilised for fundraising purposes conditional upon:

- Sufficient training.
- No cash handling.
- Induction on donor privacy and the Commonwealth *Privacy Act*.
- Fully supervised.
- All volunteers must be suitably identified when dealing with the public.
- Complaints process established.

Volunteers should not be used to replace qualified and experienced staff or where continuity is critical to the relationship between the agency and another party.

The above should be considered in conjunction with the general volunteer policy.

## **8. Thanking, Recording and Acknowledging Funders**

It is important Burnet thanks a donor, funder or partner and recognises the importance of their gifts to the Institute in achieving its purposes. This can be done privately or publicly depending on the individual funder.

The Philanthropy & Supporter Engagement team will develop, maintain and follow agreed guidelines and procedures for processing, recording, thanking and acknowledging donors, funders or partners, in line with industry best practice.

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The Philanthropy & Supporter Engagement team will maintain a secure fundraising database that will record sufficient information in order to manage the donation or sponsorship with regards to the funder's intent and any agreements between Burnet and the funder.

Burnet philanthropy and fundraising staff will first obtain written permission from a donor or sponsor prior to any public acknowledgement e.g. Annual Report or Honour Boards.

## **9. Naming rights**

Recognition through naming, and/or renaming, of Burnet Institute property, assets, academic positions, academic programs, fellowships, and student or staff awards must comply with 'Criteria for Recognition' in the Burnet Institute *Naming Rights Policy*.

## **10. Donation use**

In solicitation of gifts from any source, Burnet must explain all aspects of the proposed use of funds. If requested, all expenses and infrastructure charges should be fully disclosed and explained to the proposed donor.

Gifts must be used for the purposes for which the funds were raised. If there is the potential for oversubscription to appeals then donors must be made aware where and how any surplus funds will be used. Marketing collateral and written proposals must be fully transparent to ensure there is no misunderstanding about the use of funds.

## **11. Refusing donations or gifts**

Burnet Institute reserves the right to refuse any donations or gifts including, but not limited to those that:

- Break the law
- Funds raised from activities not in keeping with the values of the Institute and the various programs of the Institute
- Do not enhance the mission of Burnet and its partner organisations
- Bring the name of Burnet into disrepute
- Are not financially beneficial to Burnet, or are disproportionately beneficial in favour of the donor
- Are gifts or in-kind support that discriminates against age, sex, colour, race, ethnicity, sexual preference, handicap, political belief, health status or religion
- Are gifts that have the potential to incur additional financial cost or liability to the Institute
- Inhibit the ability of Burnet to source gifts from other donors or sources e.g., receiving funds from tobacco companies prohibits funding from NHMRC and VicHealth
- Are from unethical or disreputable organisations or individuals that Burnet does not wish to be associated, because the donor's actions or beliefs are inconsistent with the values and/or mission of Burnet
- Present a threat to the on-going tax deductibility status of the Institute
- Are detrimental to the donor's wellbeing and not in their best interest.

## **12. Privacy**

Burnet will at all times protect the confidentiality of donors and sponsors and adhere to the Commonwealth *Privacy Act* and the Institute's *Privacy Policy* in the collection and storing of supporter (financial and non-financial) data and in our dealings with all third parties.

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Burnet will ensure that all internal systems comply with the Commonwealth *Privacy Act* including but not limited to, the integration with financial systems, banking systems, the exchange of information with third party suppliers (i.e. direct mail fulfilment) and in the way we manage and maintain our databases.

### **13. Fundraising Materials**

All fundraising materials will be truthful and:

- Include the organisation's identity including name, address, ABN and purpose.
- Accurately represent the context, situation, proposed solutions and intended meaning of information provided by affected people.
- Clearly state if there is a specific purpose of each donation.
- Avoid material omissions, exaggerations, misleading visual portrayals and overstating the need or what the donor's response may achieve.

Images and messages Burnet uses for fundraising will not:

- Be untruthful, exaggerated or misleading (e.g. not doctored, created as fiction or misrepresenting the country, etc.).
- Be used if they may endanger the people they are portraying.
- Be used without the free, prior and informed consent of the person/s portrayed, including children, their parents or guardians.
- Present people in a dehumanised manner.
- Infringe child protection policies and in particular show children in a naked and/or sexualised manner.
- Feature dead bodies or dying people.

Burnet has a clear ethical decision-making framework in place which aligns with the values of the Institute and includes:

- A commitment to portraying affected people in a way that respects their dignity, values, history, religion, language and culture.
- A process that integrates a range of key staff in the organisation (e.g. communications, planning, child protection and CEO) in decision-making where appropriate
- Clear responsibilities for approval for public use of images and messages.
- A process which recognises and balances both donors and affected people but which gives primacy to the primary stakeholders.

### **14. Third-party Suppliers**

If formally outsourcing fundraising activities, Burnet will ensure that:

- Contracts are in place which meet all relevant legislative and regulatory requirements.
- Specific expectations, responsibilities and obligations of each party are clear and in writing.
- Members are identified as the beneficiaries of the funds.
- Contractors are clearly identified.

## Related legislation

ACFID Fundraising Charter

Consumer Affairs Victoria – Fundraising Act 1998 (Vic) and Fundraising Regulations 2009(Vic)

Burnet Use of Images Protocol