

Ethical Fundraising Policy

Policy Number	POL/18/49
Effective date	30 May 2018
Last Reviewed	November 2022
Next Review Date	As required
Responsibility	Chief Executive Officer

1. PURPOSE

Whitehorse Manningham Regional Libraries Corporation (WMRLC) is committed to ensuring that fundraising activities are carried out in an ethical manner.

Gifts given to WMRLC will not be invested in WMRLC's core services. Fundraising efforts will only be used to support service extensions.

The purpose of this document is to identify WMRLC's position on its fundraising practice and to document the standards expected in raising funds from the community.

2. OBJECTIVES

- To ensure WMRLC's position and reputation are protected in the acceptance of charitable gifts.
- Ensure probity and accountability.
- To provide clear guidelines for WMRLC's fundraising practices.
- To articulate circumstances in which WMRLC will not accept financial gifts.

3. SCOPE

This policy will apply to all employees of WMRLC, Board members, contractors and volunteers engaged in undertaking tasks for WMRLC.

4. PRINCIPLES

All fundraising activities carried out by WMRLC will be aligned to the Corporation's Vision, Mission, Values and Strategic Goals.

In doing so, the organisation will adhere to the following standards:

- Fundraising activities carried out by WMRLC will comply with all relevant laws and codes of conduct.

- 100% of monies raised through fundraising efforts will be used to enhance services and will not be applied to the Corporation's core business.
- Any communications to the public made in the course of carrying out a fundraising activity shall be truthful and non-deceptive.
- All monies raised via fundraising activities will be for the stated purpose of the appeal
- All personal information collected by WMRLC is confidential and will be treated in accordance with privacy laws and the Corporation's Information Privacy Policy.
- WMRLC will not provide sensitive or private information, including data bases and contact lists, to any of its potential partners.
- Nobody directly or indirectly employed by or volunteering for WMRLC shall accept commissions, bonuses or payments for fundraising activities on behalf of the organisation.
- Donations will be receipted appropriately and in accordance with Australian accounting standards.
- No general solicitations shall be undertaken by telephone or door-to-door.
- WMRLC will not enter into fundraising activities with external parties that do not align with the Corporation's Vision and Values.
- WMRLC retains the right to decline a gift from any organisation or individual that is in conflict with the broader policies and practices of the Corporation.
- Fundraising activities should not be undertaken if they may be detrimental to the good name or community standing of WMRLC.

5. RESPONSIBILITIES

5.1 The Chief Executive Officer is responsible for:

- Ensuring WMRLC abides by fundraising laws and codes of practice
- Managing fundraising functions
- Authorising delegated officers to act on behalf of the Corporation to seek donations
- Informing Member Councils of fundraising arrangements
- Reporting on fundraising activity and outcomes

5.2 The Delegated Officer(s) will be responsible for:

- The delivery of fundraising appeals and bequest program
- Developing and maintaining fundraising collateral
- Responding to donor and prospect enquiries, and deepening donor relationships
- Evaluating and reporting on fundraising outcomes to internal and external stakeholders
- Managing fundraising budgets
- Ensuring donations are receipted appropriately
- Acknowledging donor contributions

6. RISK ASSESSMENT

6.1 All donations must be consistent with the Corporation's Vision and Values.

6.2 All fundraising efforts must adhere to with the principles outlined above in section 4.

6.3 Management of all donations must comply with relevant legislation and codes of conduct.

7. EVALUATION

Fundraising appeals and activities will undergo evaluation to measure financial outcomes, number of donors, size of donation, number of acquired donors, number of repeat donors, timing of the appeal, and any operational activity that may be refined to improve outcomes in future appeals.

8. REVIEW

This Policy will be reviewed as required.

9. RELATED DOCUMENTS

- Information Privacy Policy
- Sponsorship Policy
- Bequest Policy
- Fraud Policy
- Code of Conduct – Employee
- Library Plan