

Policy Title: Fundraising Ethics

Policy Owner: Vice-President (Communications, Engagement and Partnerships)

Keywords: 1) Fundraising 2) Donor 3) Ethical 4) Donation

Policy Code: PL241

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1. Intent

The intent of this policy is to provide a framework to guide and assist University staff in the ethical management of fundraising activities and relationships between the University and prospective and existing donors.

2. Organisational Scope

This policy applies to:

- all Edith Cowan University staff; and
- members of University Council and Council Committees and Boards.

3. Definitions

The [University Glossary](#) and the following definitions apply to this policy [use where there are specific policy related definitions]:

TERM	DEFINITION
Act of Hospitality	Includes, but is not restricted to, complimentary tickets to events, airfares, accommodation and/or substantial meals and beverages whether or not they are served as part of an event.
Benefit	Items (both tangible and intangible) received by University staff in the course of their official duties that are intended to, or there could be a perceived intention to, be advantageous.
Commission	An additional payment made to a University staff member, other than their salary entitlements, by a third party for either: <ul style="list-style-type: none">• goods or services rendered as part of the staff member's official duties; or• additional goods or services rendered outside of the staff member's official duties.

	Payment of commissions may be with the intention, or could be perceived as having the intention to, influence a staff member to act in a certain way, or prevent the staff member from performing their duties in a proper, appropriate and impartial manner.
Conflict of Interest	Occurs when there is the direct or perceived intention to influence a staff member to act in a certain way, or prevent the staff member from performing their duties in a proper, appropriate and impartial manner.
Donation	A voluntary transfer of money, property or other assets to the University by way of benefaction where no material benefit or advantage is received by the donor from the University in return.
Donor	Any individual, organisation or entity that makes a donation to the University.
ECU Foundation	The Edith Cowan University Foundation established under Statute 17 to, <i>“promote and encourage philanthropic giving to the University, as well as other contributions towards the agreed Fundraising Plan, for the University’s advancement and development, to benefit its students and the wider community”</i> .
Foundation Board	The Board of the ECU Foundation as defined by Statute 17.
Fundraising Activity	All activities undertaken by, or on behalf of, the University with the aim of soliciting or receiving donations.
Gift	For the purposes of this policy, “Gift” or “Gifts” are defined as something given as a present or benefit, commission or an act of hospitality.
Office of Advancement	The office within ECU which coordinates University fundraising and alumni relations activities.
Primary Account Manager	The person or persons appointed and employed by the University to advise on, approve and monitor all contact with prospective and existing donors and to coordinate the activities of Secondary Account Managers and Relationship Leads in each area as appropriate.
Prospective Donor	A potential major donor (whether an individual or an entity) with the financial capacity and the likely inclination to support the University with a significant donation (as determined by the University) or a bequest.
Secondary Account Manager	The person or persons appointed and employed by the University to manage and coordinate projects specific to their work area for a prospective or existing donor. A Secondary Account Manager could include a member of

School staff who organises work placements for students, or a member of Office of Advancement staff who manages fundraising activities related to prospective or existing donors.

4. Policy Content

4.1 Principles:

All Edith Cowan University staff, as well as members of the University Council, Council Committees and Boards, are expected to conduct themselves, in their professional capacity, in accordance with ECU's values of integrity, respect, rational inquiry and personal excellence, as well as the *Code of Conduct*.

4.2 Conflicts of Interest:

Refer to the *Code of Conduct* for the principles and procedures related to personal conflicts of interest.

4.3 Acceptance of Gifts by ECU Staff:

Refer to the *Code of Conduct* and *Acceptance of Gifts by ECU Staff Policy* for the principles and procedures related to accepting gifts and registering the receipt of gifts.

4.4 Privacy and Use of Personal and Official Information:

4.4.1 Office of Advancement staff will create and maintain all records and use and distribute information relating to all prospective and existing donors, as well as all fundraising activities, in accordance with the *Code of Conduct*, *Privacy Policy* and *Records Management Policy*.

4.4.2 Refer to the *Code of Conduct* and *Privacy Policy* for the principles and procedures related to information about staff, students and third parties.

4.4.3 Refer to the *Records Management Policy* for the principles and procedures related to the appropriate keeping of University records.

4.5 Risk Management:

4.5.1 The establishment and maintenance of relationships with prospective and existing donors, as well as all fundraising activities, will be subject to risk management processes in accordance with the *Integrated Risk Management Policy*.

4.5.2 Primary Account Managers, Secondary Account Managers and relevant stewardship staff in the Office of Advancement will assess any risks associated with a prospective or existing donor and any related fundraising activity against the Risk Matrix developed by the Risk and Assurance Services Centre. If considered necessary by the Office of Advancement, the matter will be escalated in accordance with the delegations identified on the Risk Matrix.

4.5.3 The University 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 responsible officer identified on the Risk Matrix. Circumstances in which a donation may be declined include, but is not limited to, the donor coming into disrepute (either in the University or in the community at large).

4.5.4 As outlined in the *Naming Policy*, the University Council may, at its absolute discretion and on the Vice-Chancellor's recommendation, choose to discontinue the use of a donor's/honouree's name. Examples of reasons why this recommendation would be made include where the donor/honouree:

- comes into disrepute (either in the University or in the community at large); and
- fails to meet their pledged commitments to the University.

Relevant Office of Advancement staff, including Primary Account Managers, Secondary Account Managers and stewardship staff, are required to escalate any concerns surrounding naming in accordance with the delegations on the Risk Matrix so that a recommendation to discontinue naming can be submitted to the Vice-Chancellor if appropriate.

4.5.5 The outcome of risk assessments, decisions as to whether donations will be declined or returned and decisions as to the discontinuation of naming are required to be kept on the relevant official file.

4.5.6 Any Fundraising Activity and/or Donations must be in accordance with the University's values and formal policies, including the *Tobacco Sponsorship and Promotion Policy* and Fundraising policies.

5. References:

Policy Code:	PL241	File No: SUB/38202
Policy Owner:	Vice-President (Communications, Engagement and Partnerships)	
Approved by:	Vice-Chancellor	
Date Approved:	30 July 2012	
Revision Date:	30 July 2018	
Amendments:	May 2013 – Amendment to Policy Owner February 2015 – Amendment to Contact Information November 2015 – Amendment resulting from Academic Organisation Re-Design Project June 2021 – Change of policy ownership to align with ECU's current organisational structure.	
Related Policies/Documents:	<ul style="list-style-type: none"> • Acceptance of Gifts by ECU Staff Policy • Code of Conduct • Code of Practice for Australian University Philanthropy • Fundraising at ECU Policy 	

	<ul style="list-style-type: none">• Integrated Risk Management Policy• Naming Policy• Privacy Policy• Records Management Policy• Tobacco Sponsorship and Promotion Policy
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6. Contact Information:

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