

## **7.3 Donations and Sponsorships**

### **1. Purpose**

The purpose of this policy is to outline the circumstances in which the Aldinga Community Centre will seek or accept donations and sponsorships.

### **2. Responsibilities**

It is the responsibility of the Centre's Board to ensure that this policy is implemented. It is the responsibility of the Centre's Community Development Officer (CDO) to ensure that the procedures are implemented.

### **3. Principles**

Donations and sponsorships offer an important opportunity to extend the work of the Centre.

Sponsorship of the Centre or of any facility, project, program or event will not entitle any sponsor to influence any decision of the Centre.

The Centre will not enter into any arrangement with any corporation or organisation where the association with the prospective donor or sponsor or acceptance of the sponsorship would jeopardise the financial, legal or moral integrity of the Centre or adversely impact upon its standing and reputation in the community.

### **4. Definitions**

Donation or Gift - A contribution that comes with no obligations or expectations of reciprocity attached to it.

Sponsorship - The negotiated provision of funds, goods or services in exchange for advertising, publicity or other benefits.

### **5. Policy**

Sponsorship is about relationship building and is a powerful way to build and strengthen ways of working with other organisations, businesses or individuals. It is recognised that such alliances can provide important financial and marketing support to donors and sponsors while at the same time generating additional resources to support the Centre's objectives.

The Centre will only seek and/or accept gifts, donations and sponsorships where:

- the public image, products or services of the relevant organisation are consistent with the Centre's Objectives and Vision Statement.

- acceptance or participation does not generate pressure on the Centre, its employees, volunteers or users to purchase goods or services or to adopt any particular beliefs, attitudes or courses of action as may be promoted by the donor or sponsor.
- there is no requirement for employees or volunteers to promote a product, business or company on their person
- the funds, goods or services benefit Centre users and are socially and environmentally appropriate.

All sponsorships must be consistent with the Centre's current policies. The Centre will not allow sponsorship agreements to influence its policies or procedures.

The Centre will not consider any donation, gift or sponsorship in association with the tobacco, alcohol or drug industries.

The decision to seek or accept a donation or sponsorship of a value of less than \$1000 can be made by the Community Development Officer but must be referred to the Board if, in the view of the Community Development Officer or any one Board member, such a decision is likely to cause controversy.

The decision to seek or accept a donation or sponsorship of a value of greater than \$1000 must be referred to the Board for approval.

Acknowledgment of gifts and donations of a value less than \$1,000 will be limited to:

- providing each donor with a letter or poster/certificate of thanks
- making mention in a single newsletter or similar of any gifts or donations greater than \$50.00

Acknowledgment of gifts or donations of a value of more than \$1000 will be decided by the Board.

Acknowledgment of sponsor contributions of a value less than \$1000) will be limited to:

- providing each sponsor with a letter or poster/certificate of thanks
- making mention in a single newsletter or similar of any gifts or donations greater than \$50.00

Acknowledgement of sponsors' contributions of a value of more than \$1000 will be negotiated between the parties.

### **Being a sponsor**

Every request for sponsorship will be considered on its merits.

The Centre will not generally sponsor individuals, teams or clubs, fundraising events or charities - however the Centre will consider sponsorship requests from not for profit or social economy organisations whose objectives fit with the Centre's own Objectives and Vision Statement

The Centre will not use sponsorship agreements to gain favourable terms from any organisation.

The Centre will not enter into sponsorship agreements with any business or organisation which is in legal or financial conflict or which connects the Centre with any political party or pressure group.

The Centre will not enter into sponsorship that may be construed as offering or promoting services of a sexual or illegal nature.

The Centre will not provide sponsorship for religious organisations.

The Centre will not enter into sponsorships which may be construed as showing or encouraging any type of prejudice.

Sponsorship proposals must be put in writing. The Centre will expect that the applicant organisation:

- has a clear idea about what they are seeking from the Centre
- can demonstrate how the project or activities are in line with the Centre's objectives and Vision Statement
- can demonstrate their willingness to form a good, mutually beneficial working relationship with the Centre
- has the capacity to meet its promises
- will be aware that Centre may have concerns about how the sponsorship arrangement may affect its own ongoing eligibility for tax concessions, grants, sponsorships or endorsements.

The applicant may be invited to a meeting to discuss their sponsorship proposal.

If an organisation is unsuccessful in its application for sponsorship, it may appeal to the Board within 3 months. Following this appeal, the decision of the Board will be final. If the application is unsuccessful on the second occasion, a significantly revised application may be submitted after 3 months.

Once approved, the sponsorship arrangement will be formalised in a written agreement which may take the form of a letter or in the case of arrangements of a value greater than \$1000 a Sponsorship Agreement.

### **Agreements**

No sponsorship arrangement of a value of over \$2000 can commence until the Sponsorship Agreement has been signed by a person nominated by each party.

The Sponsorship Agreement will set out:

- when the agreement starts
- when the agreement will be reviewed or end

- the names of the individuals from both parties primarily responsible for the sponsorship arrangement, and to whom issues regarding the agreement are to be referred
- in what form and where notices are to be delivered to each party for the purposes of the agreement
- the obligations of the Sponsoring party
- the obligations of the Sponsored party
- how both parties will be recognised in relation to the sponsorship
- a statement to indicating the intention that both parties will use their best efforts to resolve any disputes
- a statement that the agreement will be terminated early if one party fails to fulfil its obligations and is not willing or able to remedy the situation
- the parties' obligations after the agreement comes to end.

Depending on the nature and complexity of the sponsorship, additional clauses may be required by either party.

## 6. Approvals

	<b>Policy</b>	<b>Procedure</b>
Approving Authority	Board of Management	Board of Management
Approval Date	21 <sup>st</sup> September 2017	21 <sup>st</sup> September 2017
Next Review Due	September 2018	September 2018