



RHODES UNIVERSITY

Grahamstown • 6140 • South Africa

Fundraising Policy

Policy Volume	
Policy Chapter	
Responsible Committee/Unit/Division/Faculty	Communications and Advancement Division
Responsible Chairperson/Director/Manager	Director: Communications & Advancement Division (DCA)
Dates of First and Subsequent Council Approvals	1 st January 2011 1 st January 2013
Policy Approval Pathways (e.g. committee, Senex, Senate, Council)	Institutional Planning Committee (or as delegated)
Revision History: Approved Reviews	1 st January 2013
Review Cycle (e.g. every 2/5/7 years etc)	3 years
Next Review Date	2022

1. POLICY PARTICULARS

1.1. Policy Title	Fundraising Policy
1.2. Policy Statement	At Rhodes University, fundraising is an institution-wide endeavour. Students, staff, and affiliated entities are encouraged to participate in supporting the University. However, the Division of Communication and Advancement (DCA) is the gatekeeper for all University fundraising and coordinates the efforts of all. The Fundraising

	Policies document is a guide that directs fundraising activities to achieve success across the University.. .
1.3. Reason for Policy	Rhodes University has become increasingly dependent on third-stream or donor-sourced funding to support its growth and activities. It is therefore, vital that every effort is made to manage fundraising activities in a coordinated, professional and responsible manner This policy is designed to guide the University's fundraising activities by ensuring that all funding needs which support institutional priorities are clearly identified, packaged and presented to the prospective donor.
1.4. Policy Objective/s	<p>The Fundraising Policy provides a framework for the coordination of all activities that are aimed at obtaining and/ or increasing Third stream income for the University, its project needs and its strategic goals. Equally important is the need to ensure compliance) This framework has as key objectives the following components:</p> <ul style="list-style-type: none"> • All university fundraising is consistent and of a consistently high standard. • Duplication of approaches and submissions is eliminated. • Donors and sponsors are properly recorded and acknowledged. • A high level of coordination exists between all University and affiliated entities to ensure that the University appears and operates like one united institution. • All campaigns and appeals receive the support and endorsement of the University. • That regular evaluation of all activities takes place • Ensure effective communication (internally and externally) about the principles and protocols on which the fundraising activities of the University are founded.
1.5. People affected by this Policy	This policy has institution-wide application pertaining to any activity aimed to raise funds on behalf of or using the name and branding of the University.
1.6. Who should read this Policy	All staff, students and affiliated entities of the University should read the policy or be informed of policy.
1.7. Implementers of this Policy	Division of Communication and Advancement
1.8. Website address/link for this Policy	www.ru.ac.za/giving

2. RELATED DOCUMENTS FORMS AND TOOLS

Relevant Legislation
<ul style="list-style-type: none"> • Rhodes University Statute (As published under Government Notice 15 March 2005)

- Income Tax Act, 1962 [IT Act:S 1](#) , definition "connected person", [IT Act:S 10\(1\)\(cA\)\(i\)](#), s 10(1)(cE), s 10(1)(cN), s 10(1)(cN)(ii)(aa)(A), s 10(1)(k),
- [IT Act:S 11](#)(e)(ix),
- [IT Act:S 30](#), s 30(1), s 30(3), s 30(3A),
- [IT Act:8th Schedule](#), par 63A, par 64,
- [IT Act:9th Schedule](#) Part 1 par 10(iii)
- Companies Act No. 61 of 1973: s 21
- Financial Services Board Act No. 97 of 1990: s 1, definition "financial institution"
- Non-Profit Organisation Act No. 71 of 1997: s 13(5)
- Revenue Laws Amendment Act No. 31 of 2005
- SARS Interpretation Note No. 24
- Higher Education Act, 1997 (Act No. 101 of 1997)
- Property Rights from Publicly Financed Research and Development Act (or IPR Act) 28 of 2013
- Promotion of Access to Information Act, Act 2 of 2000 (Section 14)
- Protection of Personal Information (PoPI) Act, No. 4 of 2013

Related Policies

- Gift Acceptance and Stewardship Policy,
- [Database Management Policy](#),
- [Guideline to the Rhodes University Purchase Order System](#),
- [Guidelines for Foreign Payment](#)
- [Policy on Naming and Renaming Buildings, Facilities, Academic Units and Structures](#)
- [Web Policy](#)
- [Acceptable Use Policy Including Network Policy and Password Policy](#)
- [Procurement Policy](#)

Related Protocols

What about Activations, Marketing, Communication and advertising regulations/protocols?

Forms and Tools

Project Authorization Form
Fundraising Process Chart
Student Fundraising Form

3. POLICY DEFINITIONS

(Technical or Conceptual terms used in the policy)

No	TERM	DEFINITION
3.1	Donors	Individuals, corporations, philanthropic foundations and trusts, associations or any other entities that provide support for University projects and programmes. Specifically excluded for the purposes of this policy is income received from statutory bodies, fee-payers and research grants e.g. NRF Grants.

3.2	Fundraising	<i>Fundraising</i> means actions to obtain donations and mobilize resources for stated fundraising needs of Rhodes University, undertaken either by the Communications and Advancement Division or by employees, students or stakeholders of the University with the coordination, support, facilitation and management of the Communications and Advancement Division.
3.3	Third Stream Income	'Third stream income' is all income derived from sources other than public subsidies and student fees for tuition or accommodation. Third stream income types are the following: <i>donations, research grants, contracted research, consultancy, technology transfer income, research Chairs, sponsorships, advertising, conferences and vacation accommodation, and interest derived from investments.</i>
3.4	Donations	<i>Donations</i> (as defined by this policy) may take several forms including: <ul style="list-style-type: none"> • Bequests • Bonds, shares, and other securities • Cash • Gifts in kind • Proceeds from life insurance policies • Real estate
3.5	Stewardship	The on-going development and maintenance of the relationship between the University and the donor or potential donor. .
3.6	Stewardship Policy	This policy guides the appropriate acknowledgement of contributions made by donors to the University.
3.7	Sponsorships	Sponsorships (as defined by this policy) are funds received from corporate sources and attract advertising and publicity rights in return. Sponsorships generally originate from the marketing budgets of companies and do not form part of their Corporate Social Responsibility (CSI) programmes. As a marketing return is often expected from sponsorship contributions, the relationship between sponsors and the University is managed by the Communications and Advancement Division.
3.8	Priority Projects	Priority projects are key institutional projects or initiatives identified and approved by the Management Executive Committee according to a predetermined and IDP based standard) Such projects will receive the priority attention and will be coordinated, planned and facilitated by Division of Communication and Advancement (DCA).
3.9	Core Projects	Core projects are those that support the University at an institutional level on an ongoing basis and as such are always central to the annual operating budget. They supplement annual budget allocations and may be incorporated into annual strategic objectives as

		determined by the Management Executive Committee from time to time. They do not require a dedicated and programmatic fundraising strategy, but rather are folded into continual fundraising efforts.
3.10	Faculty Projects	Faculty projects are those that support the academic core functions within a faculty and may be of an ongoing nature or identified as such from time to time as part of a faculty's strategic planning. The Communications and Advancement Division will provide support and facilitation for fundraising for such projects, without the dedicated and programmatic focus that it devotes to priority projects and core projects
3.11	Tax Deductibility	Where applicable, tax certificates may be issued as follows: <ul style="list-style-type: none"> • Donations originating from South Africa that qualifies for tax deductibility will, in terms of Section 18A of the Income Tax Act, be issued a tax certificate by the Finance Office. • Donations originating from South Africa may be subject to the Value Added Tax Act, and as such, at the commencement of discussions and before finalisation of negotiations, the DVC: Finance must be consulted, to allow for determination of tax and VAT implications. • Donations originating in foreign countries will be routed through a registered professional organisation with the necessary expertise. Tax certificates are issued by that organisation.

4. PRINCIPLES GOVERNING THIS POLICY

4.1. SCOPE
Members of the University community are expected to understand and follow the rules and guidelines contained in this document to ensure a strong Rhodes University fundraising program consistent with the University's interests. The guidelines set forth in this policy apply to the activities of any dean, director, chairperson, faculty or staff member, or student group, and affiliated entities who undertakes any fundraising or solicitation of contributions in the name of the University from alumni, businesses, organizations, associations, foundations, parents or friends of the University, or who seeks to establish a fundraising program or campaign.
4.2. PRINCIPLES
<ul style="list-style-type: none"> • The primary responsibility of leading Rhodes University in its fundraising efforts belongs to the Vice Chancellor or his/her nominee. Any faculty, department, school, or student organization, or any employee or student of the University shall secure the approval of the Vice Chancellor or his/her nominee, prior to engaging in any form of solicitation in the name of Rhodes University or otherwise. • All contractual obligations (contracts, agreements etc) relating to donor funds are to be signed by the Vice Chancellor or his/her nominee.

- Fundraising activities on campus by faculties, departments, divisions, units, centres and affiliated entities trading on Rhodes University name should be done by completing the 'Project Authorization Form' for approval of Division of Communication and Advancement.
- Fundraising activities on campus by student organizations/societies/clubs/halls should contact the Director of Student Affairs to complete the 'Student Fundraising Form' for approval and submission to Division of Communication and Advancement (DCA).
- Further, the Division of Communication and Advancement must be consulted prior to the solicitation of individuals, corporations, foundations, government agencies or constituent groups to ensure the effective coordination of the University's effort in fundraising.
- Compliance with donor requirements will be respected by the entire University community according to the Gift Acceptance and Stewardship Policy of Rhodes University.

5. DIRECTIVES FOR IMPLEMENTING THIS POLICY

5.1. OVERVIEW

- A) The Division of Communication and Advancement (DCA) is the University's internal consultant on all matters relating to fundraising. It provides advice and support as necessary on issues such as proposal writing, prospect research, sponsorship ideas and coordination of fundraising activities.
- B) All fundraising activities shall conform to established University rules and policies, including the Gift Acceptance and Stewardship Policy and within the University vision and mission.
- C) The initiation of fundraising efforts starts with the 'Project Authorization Form' completed and approved by the program/department head and dean/administrative head in charge.
- D) The Division of Communication and Advancement will review proposals, gather additional information as needed, and make a final determination based on University priorities.
- E) All plans to solicit financial support or in-kind gifts for student programs or to conduct fundraising for student organizations must first receive approval from the Director of Student Affairs by filling the 'Student Fundraising Form'. This applies to solicitations for alumni*, parents, friends, foundations, businesses, corporations, organizations, and associations and includes raffles, the sale of products and services, and similar fundraising activities. Plans approved at this level must then be submitted to the Division of Communication and Advancement for final approval.
- F) Any literature, including brochures, booklets, proposals and letters used to attract private funds to Rhodes University shall be coordinated through the Division of Communication and Advancement so that the most accurate information appropriate to a particular fundraising effort is reflected and to maintain a standard of quality on all solicitation materials.
- G) All interactions with donors must be captured on DevMan - a central Client Relationship Management system (CRM) – for an up to date management of each donor. In addition, all ongoing negotiations or discussions that occur between the prospective donor and the project leader must be reported to the DCA.
- H) Relationship Management and Stewardship of donors and acknowledgement is primarily the responsibility of the Division of Communication Advancement. All gifts shall be processed and acknowledged in writing in a timely and appropriate manner.

- l) All gifts from alumni, businesses, organizations, associations, foundations, parents or friends shall be sent to Division of Communication and Advancement to be processed and recorded on Devman.

5.2 FUNDRAISING PROCEDURE

- Obtain and complete a 'Project Authorization Form' of 'Student Fundraising Form' (students). The form states the objective of the fundraising effort, method proposed, monetary goal, and alignment to Institutional Priorities. Targeted donors or existing partnerships, if any, should be noted on the form as well.
- Once approved by the appropriate program/department head and dean/administrative head, the completed authorization form is forwarded to the Division of Communication and Advancement for review.
- The Division of Communication and Advancement will review the request and depending on the nature of the request, either approve the activity, not approve the activity, or require changes before approval.
- Written notification indicating the status of the request is issued by Division of Communication and Advancement. Approved projects will be instructed to move forward.
- Copies of all proposed solicitation letters, or any other solicitations which may appear in brochures or newsletters, etc., must be approved in advance by the Division of Communication and Advancement.
- Assistance with technical support from the Division of Communication and Advancement is available as and when needed.
- On receiving funds Division of Communication and Advancement must be informed to assist with capturing the donation, signing of agreements/contract, and noting of reporting timelines

5. ROLES AND RESPONSIBILITIES

The Vice Chancellor delegated the mandate for coordination and management of all University third stream income to the Division of Communication and Advancement, and the mandate for all research funding activities to the Research office. The Communications and Advancement Division and the Research Office, at an operational level, will work closely with each other to ensure coordination of activities. At a structured level both offices will report on activities to VC/IPC

ROLE	RESPONSIBILITY
<p>Responsible for:</p> <ul style="list-style-type: none"> • Coordination of fundraising process on behalf of the University • Supporting faculty and other institutional projects as required; • Preparation and collation of a consolidated list of all funding needs to IPC. • Preparation and presentation of fundraising strategies for key projects • Securing donor support for key priority and core projects • Reporting to relevant committees 	<p>Division of Communication and Advancement</p>

<ul style="list-style-type: none"> • Providing assistance, guidance and appropriate systems to support fundraising activities • Facilitation and management of donor relationships including preparation, implementation and review of the Stewardship Policy • Recording all engagements with university donors on the central database 	
<p>Responsible for:</p> <ul style="list-style-type: none"> • Coordination of research funding needs for University • Maintaining a current database of donors; • Managing a comprehensive national and international database of potential donors • Providing appropriate recognition to donors; • Securing funding support for research needs • Facilitation and management of grantor relationships • Reporting to identify specifically with a view to ensuring uniformity, coordination and sharing. • Recording all engagements with research donors on the central database 	Research Office
<p>Responsible for:</p> <ul style="list-style-type: none"> • Provision and management of appropriate financial control • Central management of all donor funding to Rhodes University • Reporting for all third stream income through the accounting information system (AIS) 	Finance Division
<p>Responsible for:</p> <ul style="list-style-type: none"> • Review of all projects requiring funding support • Grading of projects (assignment of priority to each project) • Review of fundraising plans and resource requests • Review of progress • Submission of recommendations to DCA • Taking into account ethical issues relating to the acceptance and use of donations <p>Institutional Planning Committee</p>	Institutional Planning Committee (IPC)

6. CONTACTS

Area of Concern	Division Faculty Department	Telephone	Email
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The DCA aligns all of its activities to in terms of the Institutional Development Plan (IDP), based on the principals?? of Advancement and Project Management, within the Funding Cycle and Effective Communication	Director: Communications & Advancement Rather use title	046 603 8514	t.yawa@ru.ac.za
The <u>Development Unit</u> facilitates third stream income generation from all donors; (individual, Government, Corporate, Foundations, Trusts and other).	Title Manager: Development & Fundraising	046 603 7015	g.sompondo@ru.ac.za
The <u>Alumni Relations & Stakeholder Unit</u> facilitates all stakeholder engagement and third stream income generation from all individual donors; including Alumni and Old Rhodians. This includes Reunions and related events.	VACANT Manager: Alumni Relations & Stakeholders		

7. POLICY REVIEW PROCEDURE

Rhodes University acknowledges that a policy of this nature may not anticipate every possible issue that may arise with respect to fundraising activities. As a result, the University reserves the right to modify this policy at any time. The next review of this policy is set for the year 2022.

The review process shall be as follows:

1. The Director of Communication and Advancement will send a notice to the IPC notifying them of the upcoming policy review
2. Notice sent to the University Community calling for policy amendments submissions
3. Proposed amendments are tabled to IPC for considerations.
4. Amendments sent to Senate
5. Then to Council for final approval.

8. POLICY CONTEXT: RELEVANT DOCUMENTS CITED/CONSULTED/ADOPTED

1	Rhodes University Statute (As published under Government Notice 15 March 2005)
2	Higher Education Act, 1997 (Act No. 101 of 1997)
3	Income Tax Act, 1962
4	Companies Act No. 61 of 1973
5	Financial Services Board Act No. 97 of 1990
6	Non-Profit Organisation Act No. 71 of 1997
7	Revenue Laws Amendment Act No. 31 of 2005
8	SARS Interpretation Note No. 24
9	Property Rights from Publicly Financed Research and Development Act (or IPR Act) 28 of 2013
10	Promotion of Access to Information Act, Act 2 of 2000

LIST OF APPENDICES