

# UTS Internal Community Fundraising Guidelines

Welcome to UTS Community Fundraising HUB!

This is your opportunity to raise philanthropic funds for your project and be provided with the tools and guidance to run a successful campaign.

To get started the UTS Community Fundraising application form needs to be completed by the Project Leader and submitted to the Advancement office (UTS Advancement) for review. This application form will help you layout your project and think about all the things you need to do to make it a success.

While all projects are justifiably significant in their own way, it is important to note that not all project applications will be deemed appropriate. We will be in touch to explain the reasons why, if we determine community fundraising is not right for your project.

We aim to respond to each application within two weeks. A guidance session will then be offered to walk you through the platform, discuss your communication plan, content and goals. This is also your opportunity to ask any additional questions before setting up your project.

Make sure you complete the application form to the best of your ability, as incomplete forms may not be considered.

Please contact the Advancement office at [fundraise@uts.edu.au](mailto:fundraise@uts.edu.au) if you have any questions or concerns. Goodluck!

## UTS Causes & Projects

UTS Advancement office will review and decide on all community fundraising Projects. The Advancement office may rescind a Project at any time due to failure to comply with guidelines below. UTS Advancement retains ultimate discretion regarding the approval of each Project.

### **For your project to be published, you must:**

- Be a member of the UTS community (student/staff/alumni or associated group)
- Demonstrate a clear benefit/impact of the project with a clear definition of success
- Agree to report back to the Advancement office and donors on the results of the Project
- Not offer dollar value gifts in return for donations
- Not use the platform to fundraise for personal gain or for other charities or profitable businesses
- Not store any data or information on Donors to your project
- Have approval from your Manager to set up and manage the fundraising project
- Agree to the UTS Community Fundraising Terms and Conditions

### **Considerations around the project:**

- It is aligned with UTS' objectives and values
- Will produce a reasonable return after expenses
- Not high risk or a conflict of interest
- Will be promoted by the Project Team and Project Leader to their own networks

### **1. Project set up**

All Projects must have an approved Project Account set up through the university to which gifts can be accepted and then distributed to. For all UTS community fundraising Projects, the Project Team must have advisor approval (Dean/Executive Dean/Head of Department /Executive Director) and communicate the need for the Project and the outcomes, impact or success of the Project.

The Project Leader and/or Project Team is responsible for:

- Running and promoting fundraisers e.g. sourcing prizes, organising publicity, staffing events
- Checking state legislation if fundraising outside of NSW
- Coordinating fundraising activity in an appropriate, professional and responsible manner
- Obtain approval from UTS Advancement the UTS brand / name / Logo to be used
- Disclosing all potential partners and sponsors to UTS advancement
- Maintain records for expenditure and funds raised for any events organized (which must not exceed 40% of total proceeds) including all goods and services donated in kind. Any Events being planned need to be outlined through the application process.

### **2. Projects must benefit UTS**

All Projects must be of benefit to UTS and have approval at Head of Faculty/Department/Office level. Funds cannot be raised through UTS and then donated to another non-profit organisation.

All funds raised must be used for the Project's defined purpose. Project Team members are prohibited from keeping any funds raised as profit or compensation. All Projects must be non-profit in nature.

Projects cannot violate any laws. UTS has the right to decline or discontinue any project based on content or change in project's eligibility status.

### **3. Content**

The Project Teams and/or Project Leader commit to provide the following for their campaigns:

- Project description including goals/ target
- Images and/or Video (if available)
- Social media content
- Project Team/Leader bios
- Budgetary breakdown (how funds will be spent)
- Gift recognition - thank you email/letter, thank you videos, social media shout outs etc.
- At least two Project Updates throughout campaign
- Final Update on the success / completion of the campaign

All content will be reviewed by UTS before publishing. UTS Advancement has the ability to edit prior to approval. Content and targets cannot be changed once the fundraising Project has commenced, however updates can be added at any time. All content must follow the UTS brand guidelines.

### **4. Marketing**

Project Teams are responsible for the primary marketing of their campaigns. The larger your Project Team, the greater your chances of reaching your goal. Groups should consist of a minimum of five members that will focus on marketing and outreach to friends and family via email, social media, and phone. UTS Advancement office does not guarantee promotion of fundraising projects.

## 5. Donations and Receipts

Projects will be assessed to determine whether the funds raised will be for a charitable purpose. If the project is for a philanthropic purpose, donations over \$2 are tax deductible.

Donors will be sent a payment tax receipt immediately (issued by GoFundraise) if made online through the Community Fundraising HUB.

UTS Advancement will receive the donated funds and apply these towards the Project, and released to the Beneficiary once the agreed time of the campaign has elapsed (if applicable) or otherwise in accordance with an agreed timetable or payment schedule. UTS reserves the right to decline gifts that might damage the University's brand and reputation.

## 6. Offline Gifts

Most gifts will be raised online, but offline funds may be collected and added to the project totals. Gifts-in-kind, or non-monetary contributions, may be considered to include in totals on a case by case basis. Please contact advancement to discuss offline gifts.

For all cheques or money orders please ensure payment is made to '**University of Technology Sydney**'. Receipts will be mailed by UTS Advancement after the offline gift has been processed.

## 7. Timelines

Projects will be hosted on the UTS Community Fundraising HUB for a pre-determined amount of time, typically 4-6 weeks. Some exceptions may apply. Project Teams must commit to at least 4 weeks of preparation time prior to the project launching.

## 8. Goal/ Target

Setting the right project goal can make or break success of your campaign. The Project Team and UTS Advancement will together define the appropriate goal based on need and outreach capability. If the campaign timeframe has expired and not met the target/goal, funds raised will still be given to the Beneficiary. Money given must be used towards the Project at hand and the agreed purpose of the Project.

## 9. Dollar Handles\*

Dollar Handles are examples of what you could purchase or fund to help the project succeed.

For example:

\$25 covers the cost of a saliva kit

\$50 covers the cost of a test tube to conduct research

\$250 covers the cost of the materials needed 3D print a prototype

\*Require a disclaimer

## 10. Donor thank you gifts

According to the ATO, a donor should not expect anything in return for their gift. However, if the donor receives a small token in acknowledgement, the payment may still be considered a gift.

For example:

- A thank you card
- A mention in a newsletter or social media
- Invitation to free of charge event/exhibition/launch

You should discuss appropriate thank you gifts for your Project with UTS Advancement. For questions regarding these guidelines, please contact the UTS Advancement office.