

# FUNDRAISING & SUPPORTER RELATIONSHIPS POLICY

## PURPOSE

This policy outlines the framework and procedures guiding Asian Australian Artists Association Inc. trading as 4A Centre for Contemporary Asian Australian Art (4A) supporter relationships and fundraising activities, including sponsorship and philanthropy.

## SCOPE

The policy encompasses supporter relationships including:

- donors such as trusts, foundations, individuals and community groups who make philanthropic gifts to 4A
- sponsorship relationships with brands, corporations, businesses, foreign government entities and non-government organisations, where financial and/or in-kind services or material support are provided to 4A through a partnership agreement or memorandum of understanding
- fundraising activities such as events and appeals.

## POLICY STATEMENT

4A is committed to ensuring that all fundraising activities and supporter relationships are carried out in an ethical manner according to relevant legislation and in alignment with 4A's vision, mission, values and policies.

All 4A staff, third-party representatives and Board members must abide by this policy.

## PRINCIPLES

In all fundraising activities and supporter relationships 4A will:

- ensure all legislative requirements are in place and up to date including our Deductible Gift Recipient (DGR) status and Authority to Fundraise
- only accept gifts and enter into sponsorship agreements that meet current legislative requirements
- use gifts and sponsorship effectively and ethically in line with negotiated agreements, 4A policies, strategic priorities and any applicable cultural protocols
- ensure that the principle of cultural responsibility underpins all fundraising and supporter relationships
- be transparent, informative and professional
- respect the privacy of donors
- outline the levels and impacts of philanthropic gifts, sponsorship agreements and fundraising activities in 4A's annual report.

## RATIONALE

4A seeks to amplify the impact of selected projects and/or programs and encourage collaboration, connectedness and engagement through seeking funding, goods or services through philanthropic gifts, foundations, sponsorship and/or fundraising activities.

**Vision:** 4A is an agent for cultural change, activating transformation within our sphere and beyond, by championing contemporary Asian Australian art, innovation, a digital mindset, and creative expression, while connecting with global audiences.

**Mission:** 4A advances Australia's cultural engagement with Asia and the global Asian diaspora through commissioning, developing and presenting diverse contemporary visual arts and creative expression.

Everything we do focuses on uncovering and presenting the creative talent of the Asian diaspora. We actively amplify diasporic voices, initiate intercultural and transnational collaboration, and incubate emerging Asian Australian cultural transformers.

### Values:

**Respect:** We are committed to acknowledging, respecting, and valuing our position on Aboriginal Land, fostering reconciliation with First Nations peoples, treating all interactions with artists, communities, and project partners with respect, and creating inclusive spaces that embrace diversity and cultivate empathy.

**Transformation:** Harnessing the transformative power of art and experimentation, we embrace our role as change agents, utilising innovation to conceptualise and develop projects while fostering meaningful stakeholder engagement.

**Integrity:** We lead by example and believe in collective responsibility and lateral accountability through honest, fair and transparent ways of working.

**Reciprocity:** We aim to cultivate an empathetic and collaborative environment that actively listens, appreciates, recognises, and activates the views, contributions, and lived experiences of artists, audiences, and communities.

## GUIDELINES AND PROCEDURES FOR PHILANTHROPIC GIFTS

A philanthropic gift is a voluntary transfer of money, goods and/or services for the benefit of 4A. It is motivated by philanthropic intent, and generosity, on the part of the donor and does not attract a 'material benefit' for the donor. However, it may be given to 4A as a Deductible Gift Recipient, and therefore attract a tax deduction for the donor.

In seeking philanthropic gifts to support 4A, the organisation will adhere to the following guidelines:

- comply with all relevant laws and ACNC guidelines
- ensure registration and reporting is up to date with ACNC
- ensure any communications to the public made in the course of the philanthropic relationship will be truthful and non-deceptive
- not allow any person directly or indirectly employed by, or volunteering for, 4A to accept commissions, bonuses or payments related to the philanthropic gift on behalf of the organisation
- only accept gifts from donors (foundations or individuals) the Board considers ethical, as informed by 4A's policies.
- not offer Board positions as part of a gift
- retain absolute control of the structure and content of 4A's programs and projects
- ensure artists have creative autonomy over their work, free from intervention arising from sponsorships agreements.

### **PHILANTHROPIC GIFT AGREEMENTS**

In the case of a philanthropic gifts specifically dedicated to a program and/or project, an agreement will be negotiated which will include:

- an outline of the program, activity or project to be supported
- the term of the agreement and renewal options
- payment schedule
- termination clauses
- signatures of the Artistic Director/CEO, Board Chair and the donor
- acknowledgement arrangements, such as naming rights and project credit lines.

Approval from the Board is required for any naming rights negotiated as part of a philanthropic gift or sponsorship partnership.

### **GUIDELINES FOR SPONSORSHIP**

Sponsorship refers to an arrangement in which the sponsor, generally a company or individual, supports 4A through the provision of money, goods or services. Sponsorship provides a tangible benefit to both the recipient and the sponsor. The recipient will usually be required to provide some service back to the sponsor, such as advertising or tickets. There is often a GST implication for both parties.

In seeking sponsors to support the 4A, the organisation will adhere to the following guidelines:

- comply with all relevant laws and regulations.
- ensure any communications to the public made in the course of the sponsorship partnership will be truthful

- not allow any person directly or indirectly employed by, or volunteering for, 4A to accept commissions, bonuses or payments related to sponsorship activities on behalf of the organisation
- only accept sponsorship from companies, organisations and individuals who, from time to time, the Board considers ethical, as informed by 4A's policies.
- not offer Board positions as part of any sponsorship
- retain absolute control of the structure and content of 4A's programs and projects
- ensure artists have creative autonomy over their work, free from intervention arising from sponsorships agreements
- maintain the right to exclude companies and organisations including those manufacturing, selling and/or distributing tobacco, religious organisations, partisan political organisations, registered political organisations and/or another organisation that may be considered an inappropriate fit with 4A's adopted Values.

## **SPONSORSHIP AGREEMENTS**

All sponsorship partnerships will be negotiated through a written agreement including:

- an outline of the program, activity or project to be sponsored
- clear outline of the obligations of both parties, including expectations around communications and notice periods when making requests of the other party
- exclusivity clauses and payment schedule
- ownership of any copyright material produced during the term of the sponsorship relationship
- agreement in relation to the use of any existing copyright material or trademarks
- termination clauses
- signatures of Artistic Director/CEO, Board Chair and the sponsor's representative
- acknowledgement arrangements, such as naming rights, positioning and size of logo, invitations, comp tickets and verbal acknowledgements.

Approval from the Board is required for any naming rights negotiated as part of a sponsorship partnership.

## **FUNDRAISING GUIDELINES AND PROCEDURES**

A fundraising activity can be a single event over a limited period or an ongoing activity. Generally, fundraising activities involve asking the public for money or property and in relation to 4A may include:

- public auctions
- public appeals
- sale of goods or services
- telephone appeals
- dinners and events

## GUIDELINES FOR FUNDRAISING

In developing and implementing fundraising activities and events, the organisation will adhere to the following guidelines:

- ensure an Authority to Fundraise has been granted by Department of Fair Trading
- will follow NSW Government Charitable Fundraising Guidelines (<https://www.nsw.gov.au/money-and-taxes/charitable-fundraising/charitable-fundraising-guidelines/governance>)

## SUPPORTERS RIGHTS

Donors or sponsors should be:

- informed of 4A's mission, vision and activities, either through the website and/or through a proposal package
- informed how their contribution will be used and its intended and realised impact
- assured their contribution will remain confidential unless otherwise agreed in writing
- assured their personal details are managed in compliance with 4A's privacy obligations and Privacy Policy.
- recognised and appropriately acknowledged for their support as agreed.

## DONOR AND SPONSOR ACKNOWLEDGEMENTS

- Acknowledgement for program, activity, project support will be negotiated through a written agreement.
- Philanthropic generosity will be recognised with an appropriate letter signed by the Artistic Director/CEO and listed on the Donors board under appropriate level of support below
- Categories for philanthropic acknowledgments are:
  - Champions (\$10,001–\$25,000+)
  - Backers (\$2,501–\$10,000)
  - Angels (\$1,001–\$2,500)
  - Allies (\$1,000 or less)
- Commercial sponsors will be acknowledged according to partnership value, as per the following guidelines:

### **Major Partner (\$50,000+)**

- ❖ Logo and credit line text acknowledgement on project-related collateral including website and social media
- ❖ Acknowledgement on Supporter Board in the Gallery and Supporter page of website for the period of the sponsorship
- ❖ Opportunity to place banners at sponsor-related program events

- ❖ Access to 4A venue once annually within agreement period
- ❖ Possible naming rights for projects, pending Board approval.

#### **Supporting Partner (\$15,000+)**

- ❖ Logo and credit line text acknowledgement on project-related collateral including website and social media
- ❖ Acknowledgement on Supporter Board in the Gallery and Supporter page of website for the period of the sponsorship
- ❖ Access to 4A venue once annually within agreement period.

#### **Official Supplier (Goods to the value of \$5,000+)**

- ❖ Logo and credit line text acknowledgement on project-related collateral including website and social media
- ❖ Acknowledgement on Supporter Board in the Gallery and Supporter page of website for the period of the sponsorship.

#### **Other:**

- As negotiated.

## **RISK MANAGEMENT**

Philanthropic gifts, sponsorships over \$5,000 and major fundraising activities will undergo a risk assessment process to ensure the ethical and legal aspects of the proposed funds, organisation and/or relationship, as well as reputational impacts to 4A and the creatives involved.

The risk assessment will initially be undertaken by the project lead, and then reported to the CEO/Artistic Director and Finance and Operations Manager. Any perceived risks will be reported to the Board and a decision made in line with 4A's delegations, policies and procedures.

## **RESPONSIBILITIES**

- The Board is responsible for the approval and implementation and review of this policy.
- All Board members and 4A staff are responsible for adhering to this policy.
- A Development Subcommittee of the Board, comprising the Chair and Treasurer, with the CEO & Artistic Director meet on a need's basis (no less than twice a year), to develop and monitor supporter's strategies, review proposed sponsorship and philanthropy agreements.

- The A Development Subcommittee of the Board will include the two nominated 'Responsible Persons' as required by ACNC to manage the dedicated fundraising and donor gift bank account (Public Fund).
- The CEO & Artistic Director provides new sponsorship, fundraising, or philanthropic proposals to the Development Subcommittee for evaluation, indicating the value of the agreement or initiative and the background of the proposed sponsor or philanthropist.
- The Development Subcommittee makes recommendations about all proposals to the Board.
- This policy will be made available to members and the general public via 4A's website.

## RELATED POLICIES, LEGISLATION AND GUIDELINES

Charities Act 2013 (NO. 100, 2013)

[https://www8.austlii.edu.au/cgi-bin/viewdb/au/legis/cth/num\\_act/ca2013104/](https://www8.austlii.edu.au/cgi-bin/viewdb/au/legis/cth/num_act/ca2013104/)

ACNC Governance Standards

<https://www.acnc.gov.au/for-charities/manage-your-charity/governance-hub/governance-standards#:~:text=The%20ACNC%20Governance%20Standards%20require,to%20do%20their%20charitable%20work.>

Commissioner's Policy Statement: Number of Responsible People in a Registered Charity – Governance Standard

<https://www.acnc.gov.au/about/corporate-information/corporate-policies/commissioners-policy-statement-number-responsible-people-registered-charity-governance-standards>

Privacy Act

<https://www.oaic.gov.au/privacy/privacy-guidance-for-organisations-and-government-agencies/organisations/privacy-for-not-for-profits,-including-charities>

[Australian Privacy Principles \(APPs\)](#)

Guide to Fundraising (NSW)

[https://content.nfplaw.org.au/wp-content/uploads/2022/03/Guide-to-Fundraising-NSW.pdf?\\_ga=2.172998563.109872817.1716959686-1205893678.1716959686](https://content.nfplaw.org.au/wp-content/uploads/2022/03/Guide-to-Fundraising-NSW.pdf?_ga=2.172998563.109872817.1716959686-1205893678.1716959686)