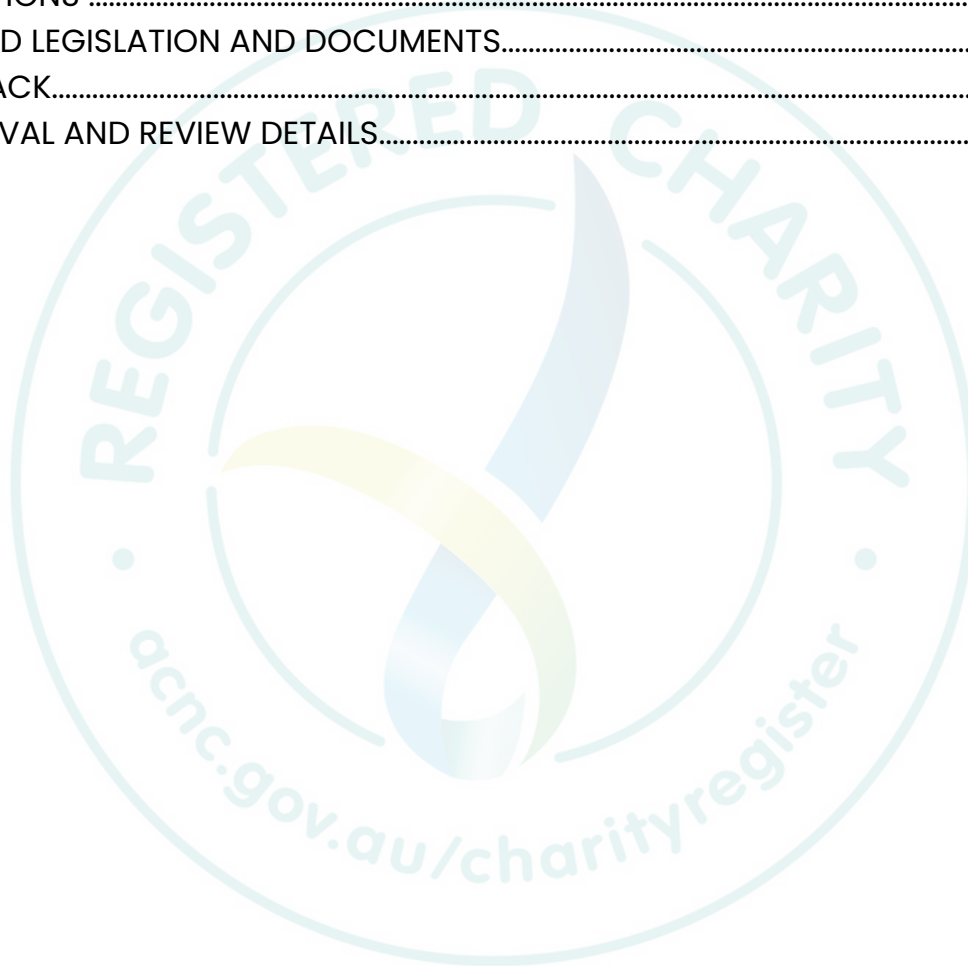


The Blue Hand Group



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1. PURPOSE

1. The purpose of this policy is to establish the framework and guidelines for productive financial partnerships between The Blue Hand Group and other organisations and individuals, relating to incoming funds through fundraising, sponsorship, or donations involving corporations, foundations, individuals, and other non-government organisations.
2. Donations and fundraising activities can provide important financial, marketing or other in-kind support to The Blue Hand Group (BHG) and generate additional resources to support BHG's strategic and sustainable direction, values, and purpose.
3. The aim of BHG Sponsorship and Donation Policy and Procedure is to:
 - a) coordinate BHGs fundraising, sponsorship, and donations activities
 - b) ensure that the fundraising, sponsorships, and donations activity are suitable and consistent with BHGs strategic direction, core values, and brand attributes
 - c) evaluate the value of the fundraising, sponsorships, and donations activity in terms of return on investment
 - d) raise awareness of sponsorships and donations as a valuable component of BHGs engagement, reputation management, and marketing strategy
 - e) enable the pursuit of opportunities for business development.
4. This policy provides a framework for BHG to assess incoming and outgoing requests fairly and equally and ensuring BHG maximises the full potential benefit from any fundraising, sponsorship and donation arrangement it enters into.

2. SCOPE

1. This policy and procedure relates to all BHG employees and members, BHG Board members, contractors and members acting on behalf of BHG, and all areas of BHG participating in fundraising, sponsorship, and donation activities that include the use of the BHG brand, name or authorised logo or image.
2. This policy and procedure does not apply to gifts received in wills (bequests). Refer to the BHG Bequest Policy and Procedure.



3. POLICY STATEMENT

1. BHG's Strategic Plan highlights the importance of fundraising, sponsorship, and donations from third-party sources to support our ability to provide support to vulnerable persons in our community and the organisations that serve them. This policy and procedure identify how BHG will fulfill its fundraising, sponsorship, and donation commitment, by ensuring internal and external stakeholders are appropriately informed and encouraged to engage in these activities.
2. BHG is a registered charity with the Australian Taxation Office and ACNC. We are currently applying for Deductible Gift Recipient status. Until then sponsors are legally able to recoup contributions as marketing and advertising expenses as BHG actively celebrates and advertises the generosity of our sponsors.
3. BHG delivers vital supplies via its Presents Programs and events that provide benevolent relief to those in need and the other organisations that support them. Through incoming financial and in-kind fundraising, sponsorship or donations, BHG can enhance its activities, programs, and events to provide a greater service to a wider network of registered organisations and referred persons.
4. All fundraising, sponsorship, and donations must be consistent with existing BHG policies.
5. The fundamental principles that shape BHG's fundraising, sponsorship, and receipt of donations are:

- conduct activities in a professional and ethical manner, compliant with BHG policies and procedures and all relevant government requirements, that ensures public confidence and protects the reputation of BHG, while also providing assurance to potential partners/donors/sponsors that their contributions will be used as intended.
- activities align with BHG values and reflect BHG's priorities and are mutually beneficial.
- third party contributions to any symposium, project, program, or event held by BHG, will not entitle any sponsor or donor to influence any decision of the organisation.
- BHG will not enter any partnership with any corporation or organisation where the association with the prospective partner or acceptance of the sponsorship would jeopardise the financial, legal, or moral integrity of BHG or adversely impact BHG's standing and reputation in the community.
- BHG may accept or refuse any offer of fundraising, sponsorship, or donation on a case-by-case basis.
- BHG reserves the right to review decisions taken in good faith should subsequent events or information require a review.

a) Fundraising, Sponsorships, and Donations

1. Fundraising, sponsorships, and donations may take a variety of forms and can be for a specific, mutually agreeable purpose or for an unrestricted purpose. Unrestricted donations allow BHG autonomy over disbursement.
2. Fundraising, sponsorship, and donations may be in the form of in-kind or financial support or a combination of both.
3. Examples of in-kind support may take include:
 - a. staffing expenses, to cover internal promotion of an event, and use of BHG promotional tools such as BHG journals, BHG e-news, webpages, and email.
 - b. supply of BHG branded merchandise.
4. Financial support will take the form of: a monetary amount for which BHG is invoiced.
5. BHG values financial support and will honor the agreed purpose of a donation wherever possible but will have ultimate unconditional discretion to redirect the donation.



4. GUIDELINES AND PROCEDURES

1. The relationship with the funder/sponsor or donor is restricted to the direct purposes of operating as an organisation, an event, or a program for example The Australian Handball Championship Fundraiser (AHCF).
2. All potential fundraising, sponsorship, or donations will be assessed against their suitability, risks, and appropriateness in relation to the event or activity. Any arrangement for fundraising, sponsorship, or donation (incoming and outgoing) should meet the following criteria:
 - a. is consistent with, and enhances BHGs profile, brand, strategic direction, values, and purpose
 - b. the agreement and level of support are adequate to meet the BHG's objectives
 - c. provides mutually beneficial outcomes
 - d. creates opportunities for BHG to build relationships and partnerships with community organisations, and leaders and grow members
 - e. contributes towards promoting well-being through sustainable practices
 - f. there is no conflict of interest.
3. BHG will NOT enter financial partnerships of any sort where they:
 - a. do not reflect BHGs core values, strategic direction, and brand attributes
 - b. may be construed as discriminatory
 - c. may present a reputation risk
 - d. lead to a real or perceived conflict of interest for BHG or its membership.
Refer to the Conflict of Interest Policy and Procedure (to be finalised).
4. All funds received through fundraising, sponsorship, or donations must be invoiced by BHG Finance Officer. Funds will be allocated to the approved event or activity, etc.
5. All Supporting documentation (such as a letter or email, grant application, or funding agreement with the contact details of the funder/financial partner and the support being offered) must be provided to inform the evaluation and acceptance process. This documentation also assists with tailoring thank you letters, generating receipts, and any financial implications that may need to be accounted for.

Authority to negotiate and approve fundraising/sponsorship/donation

1. For guidance all fundraising/sponsorship/donation can be negotiated, agreed and approved in accordance with the table below:

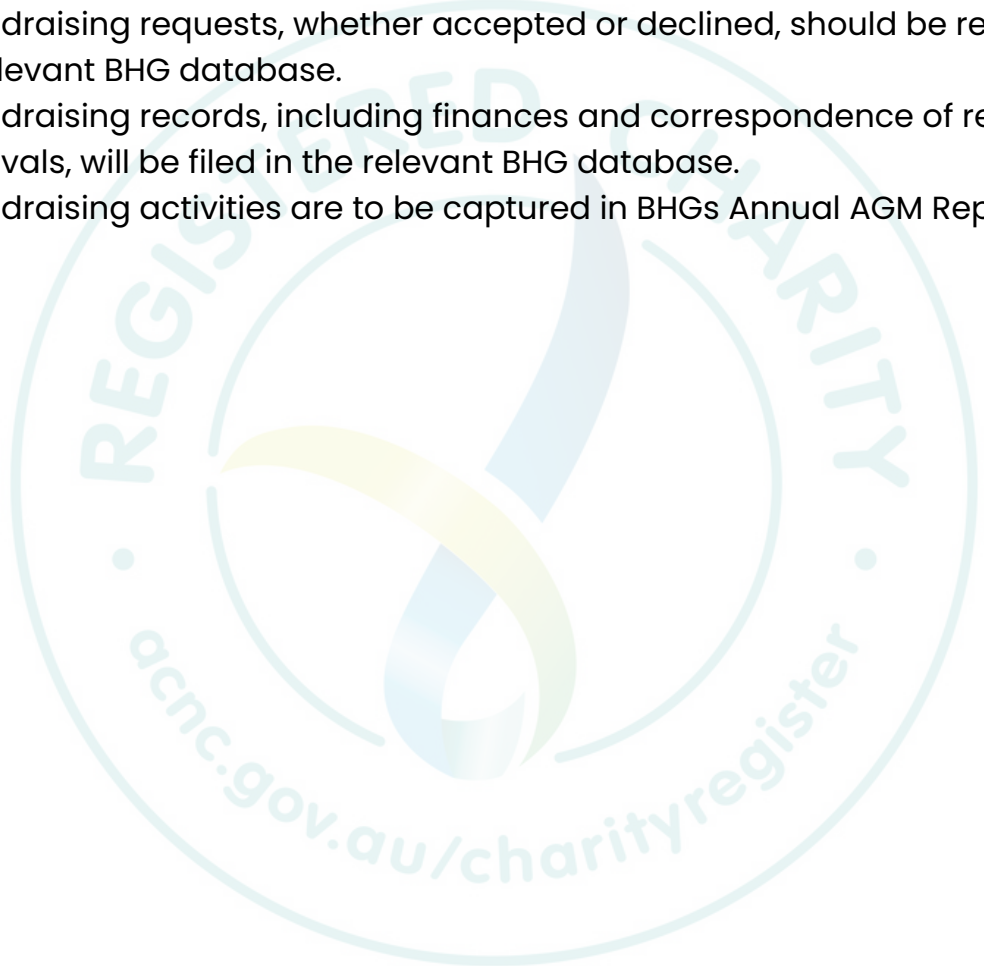
Amount	Negotiation	Agreement	Approval
\$0-50,000	Members and Working Groups	Sponsorship Agreement	CEO
\$50,001 or more	Executive Officer	Individual legal contract	CEO & Board

2. All fundraising/sponsorship/donation associated with the Annual General Meeting may sit outside this section of the policy and procedure and is to be referred to Tegan Elza Banks, the CEO, for final determination.



Fundraising

1. Fundraising activities can be considered at any time during the year by the CEO. If and when the BHG expands the CEO will consult with the Director, of Fundraising, Sponsorship, and Development. A minimum of six weeks from the date of the request to the date of response is required.
2. If BHG declines an offer of fundraising, the CEO will prepare a letter of regret to the donor and ensure that the reasons for declining the offer are documented.
3. A fundraising agreement associated with a specific event or program cannot be interpreted as endorsement of the funder's broader products or services.
4. All fundraising arrangements should be approved by the CEO in consultation with the Vice-President and the Board.
5. Consultation with the CEO, Communications should take place early in the fundraising, process if there is potential for significant public interest or complexity regarding acceptability.
6. All fundraising requests, whether accepted or declined, should be recorded in the relevant BHG database.
7. All fundraising records, including finances and correspondence of requests and approvals, will be filed in the relevant BHG database.
8. All fundraising activities are to be captured in BHGs Annual AGM Report.



Sponsorship

1. Sponsorship activities can be considered at any time during the year by the CEO. Alternatively, the CEO will consult with the Vice-President, Fundraising, Sponsorship, and Development. A minimum of six weeks from the date of the request to the date of response is required.
2. All sponsorship applications, regardless of the extent or type of funding or potential funding source, must be submitted to BHG for consideration via the online Sponsorship Application Form and Checklist available on the BHG website and sent to info@thebluehandgroup.org
3. Naming rights associated with any sponsorship must be approved by the CEO.
4. If BHG declines an offer of sponsorship, the CEO will prepare a letter of regret to the requestee and ensure that the reasons for declining the offer are documented.
5. A sponsorship agreement cannot be interpreted as an endorsement of the sponsor's broader products or services.
6. All sponsorship is to be approved by the CEO and in consultation with the Vice-President, of Fundraising, Sponsorship, and Development.
7. Consultation with the Director, of Communications is required to manage communications and address any potential public interest or complexity regarding acceptability.
8. All sponsorship requests, whether accepted or declined, should be recorded in the relevant BHG database.
9. All sponsorship records, including finances and correspondence of requests and approvals, will be recorded in the relevant BHG database.
10. All sponsorship activities are to be captured in BHGs AGM Annual Report

Use of BHG Name and Logo

1. The BHG or AHCF name or logo cannot be used to endorse or promote any products without explicit agreement from the BHG CEO, Board, or Communications Officer.
2. Use of the BHG or AHCF name and logo is available for the period of the sponsorship agreement only and should be removed from any promotional material or website at the conclusion of the event or agreement.



Recognition and Acknowledgment

1. BHG will ensure that each funder/ sponsor/ donor receives an acknowledgment to the degree that they are willing. The following guidelines will be used in providing acknowledgment to and recognition of the funder, sponsor, or donor:
 - a. a letter of acknowledgment will be sent to all funder, sponsors, or donors and a copy will be placed on file
 - b. public acknowledgment in BHGs promotional materials will normally be restricted to a statement of the sponsor's name and a display of the logo.
 - c. submit a press release if relevant and if the sponsor is willing.



5. RESPONSIBILITIES

1. The CEO is responsible for the development and review of this policy and procedure.

Reporting:

Fundraising, sponsorship, and donation initiatives should be reported to the Board on request and within the Annual Report each AGM.



6. DEFINITIONS

1. Conflict of Interest: Can arise if it is likely that a private interest could conflict, or be seen to conflict, with carrying out a person's public or professional duties as per BHG's Code of Conduct.
2. Donation: The provision of financial, in-kind, or material contribution to an individual or organisation, with no expectation of any activity or benefit in return. It is voluntarily and freely given. Funder/ Donor/ Sponsor: any person or organisation donating to BHG.
3. Fundraising: gathering voluntary contributions of money or other resources, by requesting donations or sponsorships from individuals, businesses, charitable foundations or government agencies.
4. Incoming Donation: The provision of a financial, in-kind or material contribution from an individual or organisation to BHG.
5. Incoming Sponsorship: Any financial or in-kind contribution to ESA made from an organisation or business.
6. In-kind: nonfinancial contributions.
7. Outgoing Donation: The provision of physical, in-kind, or material contribution by BHG to a referred individual or organisation.
8. Outgoing Sponsorship: Any in-kind contribution from BHG made to an organisation or business.
9. Sponsorship: a transfer of money or property to BHG in a transaction where the sponsor receives certain material benefits in return. Such as advertising and promotion of their generosity across our social platform and website.
10. Sponsorship/Agreement/Partnership: Refers to a signed agreement between BHG and external organisations that details the commitments, benefits, and costs associated with the sponsorship/partnership.

7. RELATED LEGISLATION AND DOCUMENTS

Please view the Conflict of Interest Policy and Procedure (to be finalised) and our Bequest Policy and Procedure at the bottom of our About page within the Important Documents section. Located: <https://thebluehandgroup.org/about>



8. FEEDBACK

Feedback about this document can be emailed to info@thebluehandgroup.org



9. APPROVAL AND REVIEW DETAILS

The CEO, Vice-President and Board Members will only review and update this document as needed or requested. This document was developed 23/10/2022.

