



**NWU**®

NORTH-WEST UNIVERSITY  
NOORDWES-UNIVERSITEIT  
YUNIBESITI YA BOKONE-BOPHIRIMA

## **Development and Fundraising Policy and Rules**

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<b>Accountable executive manager</b>	Executive Director: Corporate Relations and Marketing
<b>Policy Owner</b>	Director: Stakeholder Relations
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## DEVELOPMENT AND FUNDRAISING POLICY AND RULES

### Preamble

Against the background of the dream to be an internationally recognised university in Africa, distinguished for engaged scholarship, social responsiveness and an ethic of care, the council of the North-West University (NWU) has adopted this policy on 18 November 2021.

### 1 Interpretation and application

This policy must be interpreted and applied in a manner consistent with –

- 1.1 the Constitution of the Republic of South Africa, 1996;
- 1.2 the Higher Education Act, 101 of 1997;
- 1.3 the Statute of the North-West University; and
- 1.4 all related policies of the NWU, particularly the brand and communication policies.

### 2 Definitions

In this policy –

“**donation**” means the transfer of a gift – whether monetary or in kind – to the university where the donor expects nothing in return other than recognition and the disposition of the gift in accordance with the donor’s wishes;

“**executive director**” means the executive director: Corporate Relations and Marketing;

“**fundraiser**” means any NWU employee, student, or mandated third party who performs fundraising on behalf of the university;

“**fundraising**” refers to a process of solicitation of donations, sponsorships and bursaries – usually for specific causes or projects – from individual philanthropists or organisations, and “to raise funds” has a corresponding meaning; and

“**project leader**” means any NWU employee, student or mandated third party who takes charge in the drafting of a fundraising proposal and implementation of a fundraising project.

### 3 Policy statement

It is the policy of the NWU to engage, in the interest of the well-being and sustainability of the university, with the donor community, locally and internationally, to raise funds for activities that support the strategic goals of the university.

### 4 Scope of application

- 4.1 This policy applies to all members of the council, employees, students and third parties who may be appointed by the NWU to raise funds on its behalf.
- 4.2 This policy does not apply to the areas of contract research and commercialisation.

## **5 Roles and responsibilities**

- 5.1 The Executive director must –
  - 5.1.1 oversee the overall implementation of this policy; and
  - 5.1.2 facilitate the identification of fundraising priorities at the NWU.
- 5.2 The Executive director, in consultation with the University Management Committee (UMC), must decide on how discretionary donations should be used to support priority programmes of the university.
- 5.3 Project leaders must submit project proposals that may require naming rights of a building and other property of the university to the UMC in accordance with relevant policies, in particular the Policy and Rules on Honorary Naming of the university.

## **6 Rules**

### **6.1 Coordination of projects**

Executive Deans, Executive directors and Senior Managers, including the management of university-related entities, must report once every six months to the Executive director on current and planned fundraising projects, and on prioritised needs and opportunities.

### **6.2 Student fundraising projects**

- 6.2.1 All student bodies must submit their annual fundraising plans to the relevant campus directors for student life for prior approval.
- 6.2.2 For coordination purposes and to avoid donor fatigue, the campus directors for student life must report on approved student fundraising projects to the Executive director.

### **6.3 Coordinated solicitation of donations**

- 6.3.1 To avoid donor fatigue and to ensure that current or planned initiatives are not placed at risk, fundraising must be conducted in a synchronised manner as follows:
  - 6.3.1.1 Before commencing with a new fundraising initiative or approaching a prospective donor, a fundraiser based in a faculty or support department, must liaise with the Executive director.
  - 6.3.1.2 Fundraisers must liaise with the office of the Vice-Chancellor before approaching the national Department of Higher Education and Training for funding.
  - 6.3.1.3 Fundraisers must liaise with the office of the Deputy Vice-Chancellor: Research and Innovation before engaging with the national Department of Science and Innovation.
- 6.3.2 Fundraisers must conduct fundraising in an ethical manner and in accordance with NWU policies and rules.
- 6.3.3 Only the Executive director may appoint third parties or companies to raise funds on behalf of the NWU.

### **6.4 Acceptance of donations**

- 6.4.1 No fundraising initiative shall be undertaken or donation accepted where –
  - 6.4.1.1 the reputation or interests of the university may be harmed by the nature of the project, stipulations of the donation, or association with a specific donor;
  - 6.4.1.2 the university would find it difficult or impossible to deliver on the initiative or project to be funded; or
  - 6.4.1.3 the stipulations or restrictions attached to the donation are unlawful or at cross-purposes with the university's values and goals.

### **6.5 Contracting**

- 6.5.1 All agreements relating to donations must be reviewed by the Executive director and approved by Legal Services prior to being signed.
- 6.5.2 Signed agreements must be lodged promptly with Legal Services for record keeping.

## **6.6 Designation and recording of donations**

- 6.6.1 All donations must be paid directly into one of the North-West University bank accounts.
- 6.6.2 Project leaders must ensure that donations are used exclusively for their intended purpose(s).
- 6.6.3 Discretionary donations must be treated as unrestricted and may be freely used to support the university's objectives, subject to the approval of the UMC.
- 6.6.4 Project leaders must promptly report donations received to the Executive director in order to capture it in the DevMan system.
- 6.6.5 Gifts of any kind must be captured on the financial system with supporting documentation in order to ensure acknowledgement of receipt.

## **6.7 Receipts and Section 18A tax certificate**

- 6.7.1 Fundraisers or project leaders must submit all necessary documents pertaining to the donation to the executive director within a month of receiving the donation.
- 6.7.2 The Development and Fundraising Office must issue a tax certificate in terms of Section 18A of the Income Tax Act after receipt of all legal documentation from the fundraiser or project leader.
- 6.7.3 Section 18A tax certificates requests must be processed within the financial year end of receipt.

## **6.8 Establishing a fund**

- 6.8.1 Where a donor stipulates that a fund must be established for a specific purpose or stipulates that a donation must be paid into a fund that does not yet exist, the donation and all relevant documentation must be forwarded to the executive director: finance and facilities for appropriate treatment as a new fund in accordance with the stipulations.
- 6.8.2 Donations with different restrictions or conditions must each be deposited in separate funds.