

DEVELOPMENT AND FUNDRAISING POLICY AND RULES

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DEVELOPMENT AND FUNDRAISING POLICY AND RULES

Preamble

Against the background of the vision to discover new frontiers and opportunities that benefit society, thereby advancing our relevance and impact, the Council of the North-West University (“NWU”, “university”) adopted this policy on 19 November 2025.

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 except recognition and for the gift to be disposed of in accordance with their 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 the process of soliciting 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 is responsible for drafting a fundraising proposal and implementing a fundraising project.

3 Policy statement

In the interest of the well-being and sustainability of the University, it is the policy of the NWU to engage with the donor community, both 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 how to use discretionary donations to support the University's priority programmes.
- 5.3 Project leaders must submit project proposals involving naming rights for buildings and other university property to the UMC in accordance with the relevant policies, particularly the Policy and Rules on Honorary Naming.

6 Rules

6.1 Coordination of projects

Executive Deans, Executive Directors and Senior Managers, including those responsible for university-related entities, must report to the Executive Director every six months on current and planned fundraising projects, as well as 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 director 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 at risk, fundraising must be conducted in a synchronised manner as follows:
 - 6.3.1.1 Before commencing 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, the stipulations of the donation or the 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 conflict 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 promptly lodged with Legal Services for record keeping purposes.

6.6 Designation and recording of donations

- 6.6.1.1 All donations must be paid directly into a North-West University bank account.
- 6.6.1.2 Project leaders must ensure that donations are used exclusively for their intended purpose(s).
- 6.6.1.3 Discretionary donations must be treated as unrestricted and may be used at the University's discretion to support its objectives, subject to the approval of the UMC.
- 6.6.1.4 Project leaders must promptly report all donations received to the Executive Director so that they can be captured in the DevMan system.
- 6.6.1.5 Gifts of any kind must be recorded in the financial system with supporting documentation to ensure acknowledgement of receipt.

6.7 Receipts and Section 18A tax certificates

- 6.7.1 Fundraisers or project leaders must submit all documents relating to the donation to the Executive Director within one 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 upon receipt of all legal documentation from the fundraiser or project leader.
- 6.7.3 Section 18A tax certificate requests must be processed by the end of the financial year in which they are received.

6.8 Establishing a fund

- 6.8.1 Where a donor stipulates that a fund must be established for a specific purpose, or 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 processing 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.

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