



Revenue Generation and Fundraising Policy

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Pillar Area	Governance	Scheduled review date	October 2024

Introduction

The Board of the Australian Dragon Boat Federation (AusDBF) is committed to ensuring that its revenue generation and fundraising activities are carried out in an ethical, transparent and equitable manner, consistent with AusDBF's vision and values, and for the benefit of the sport of dragon boating in Australia.

This policy applies to the AusDBF Board, AusDBF Committees, AusDBF staff, AusDBF volunteers and contractors.

Purpose

The purpose of this document is to identify AusDBF's position and expectations regarding its revenue generation and fundraising practices and to document AusDBF's required standards in the solicitation and establishment of partnerships and agreements to provide financial support for the achievement of AusDBF's strategic objectives.

Policy

AusDBF's guiding revenue generation and fundraising principle is to ensure that all revenue generation and fundraising activities are consistent with the values and strategic objectives of AusDBF.

In doing so, AusDBF will adhere to the following standards:

- Revenue generation and fundraising activities carried out by AusDBF will comply with all relevant laws
- All revenue generation and fundraising arrangements will not conflict with AusDBF's policies or impose conditions that would impact on AusDBF's ability to carry out its functions
- The professional image of all parties involved will be maintained throughout all revenue generation and fundraising activities
- AusDBF will develop and maintain a positive relationship with all financial supporters through regular communication (*see AusDBF Marketing and Communications Policy*)
- Any communications to the public made in the course of carrying out a revenue generation and fundraising activity shall be truthful and non-deceptive
- All monies raised via revenue generation and fundraising activities will be utilised for the stated purpose of the activity
- AusDBF will ensure that all its obligations under all arrangements with financial supporters are met
- All personal information collected by AusDBF as part of a revenue generation and fundraising activity is confidential and is not for sale or to be given away or disclosed to any third party without consent
- Nobody directly or indirectly employed by or volunteering for AusDBF shall accept commissions, bonuses or payments for fundraising activities on behalf of the organisation
- No general solicitations shall be undertaken by telephone or door-to-door
- Fundraising activities should not be undertaken if they may be detrimental to the good name or community standing of AusDBF



- Financial contributions will only be accepted from companies, organisations and individuals whose public image, products or services are compatible with and aligned to the values, purpose and strategic objectives of AusDBF. AusDBF acknowledges that, by accepting financial support, AusDBF is sharing its reputation with that of the supporter
- AusDBF will not enter into any financial support arrangement with any corporation or organisation where the association with the prospective partner or acceptance of the alliance or partnership would jeopardise the financial, legal or moral integrity of AusDBF or adversely impact upon AusDBF's standing and reputation in the community
- Organisations and individuals specifically excluded from making financial contributions to AusDBF include:
 - Organisations that produce products or offer services that may be potentially harmful to a person's health and well-being, such as tobacco-related companies and gambling companies. Note also that while alcohol related sponsorship is not specifically banned it will be excluded from any Junior related activity.
- Organisations or individuals who have a public reputation that conflicts with AusDBF's values, such as those associated with:
 - questionable practices (e.g. inciting/promoting/condoning illegal acts, violence, obscenity, aggression etc.)
 - discriminatory and exclusive attitudes (e.g. racist or sexist attitudes, exclusion from participation)
 - any other objectionable or offensive act
- AusDBF reserves the right to enter into arrangements with financial supporters based on the merit of the arrangement, and not because products or services are provided for free
- Where financial support is offered in conjunction with tendering or quoting to supply goods or services for AusDBF activities, careful consideration and due diligence will be undertaken by the AusDBF Board, to ensure that a transparent and thorough assessment of all offers is conducted, with the most appropriate and mutually advantageous arrangement entered into, with consideration to the most appropriate product/service as well as the best value for money
- AusDBF will consider any offer/request of exclusivity within financial support arrangements as part of the negotiation for each arrangement
- Any AusDBF Board Member, employee, volunteer, and their friends, relatives or business associates involved in any negotiations regarding any financial support arrangements with AusDBF, will declare any conflict of interest and, if practical, withdraw from the decision-making process, and if not practical, declare the conflict of interest to all parties involved
- All revenue generation and fundraising activities must have the prior approval of the AusDBF Board and be recorded in relevant meeting minutes
- A statement/budget estimating income and expenses will be prepared prior to the commencement of any new revenue generation and fundraising activity that may present a financial risk to AusDBF. Revenue generation and fundraising activities should not be undertaken if they will expose AusDBF to significant financial risk
- AusDBF will ensure that all financial supporters receive appropriate acknowledgement and recognition of their support as agreed as part of the arrangement and in a timely manner



AusDBF Revenue Generation and Fundraising Methods may include, but are not limited to:

1. Grants - Federal government, philanthropic and corporate grants programs
2. Sponsorships - Under three streams: AusChamps, Auroras, AusDBF (*see AusDBF Sponsorship Policy and Framework*)
3. Bequests - Opportunities for long-time benefactors and supporters to provide an ongoing gift to AusDBF in their will.
4. In-kind Support - Donations of services and equipment for reduced or no cost, including:
 - Venues e.g. Board Meetings, AusChamps etc.
 - Office supplies e.g. laptops, software, phones etc.
 - Printing e.g. business cards, artwork, posters, stickers, leaflets etc.
 - Transport e.g. Discounts for taxis/Uber, Bus hire for Auroras training camps or competition etc.
 - Entertainment e.g. music for events, MC services etc.
 - Pro bono work e.g. legal, accounting, IT, marketing/public relations, auditing
 - Gifts e.g. raffle prizes etc.
 - Subscriptions e.g. memberships to professional organisations etc.
 - Uniforms e.g. Auroras etc.
5. Donations and Gifts - Online or in person gifts/donations, including:
 - Crowd funding e.g. Aurora's individual donation campaigns
 - General fundraising appeals/campaigns e.g. Aurora's management and competition costs, appeals to email database of members and supporters, etc.
6. Special events - Investigation regarding viability for:
 - Annual AusDBF Awards Function
 - Corporate Team Event/s
 - 'Paddle-athon', with clubs/club members gaining sponsorship
 - Sponsored record attempts or other similar quests
7. Raffles, competitions, auctions: major items, memorabilia, services, travel, gifts, tickets, etc.
8. Merchandising – Sales of AusDBF clothing, sports products, office products, glassware, etc.

Related Documents:

- AusDBF Revenue Generation and Fundraising Strategy
- AusDBF Marketing and Communications Policy
- AusDBF Sponsorship Policy and Framework