



## The Aurum Project Fundraising Policy

A policy supporting *The Aurum Project Code for the Responsible Conduct of Research*

The Aurum Project

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The Aurum Project (AP) is proud to be a charity established in 2004 and registered with the [Australian Charities and Not-for-profit Commission](#). The AP mission is to advance the understanding of homeopathy in Australia by promoting and conducting research of the use of natural medicine and homeopathic medicines for childhood health and behavioural problems.

AP is an independent health research organisation and is part of a unique subgroup of the not-for-profit sector. Our primary function is to undertake health research for the ultimate benefit of children in the community. We are a group of researchers, supported by management and administrative staff. Our management committee is entirely volunteer based. It includes experienced researchers, practitioners and professionals from the business sector.

This policy should be read in conjunction with [The Aurum Project Code for the Responsible Conduct of Research](#).

# 1 Fundraising Policy Purpose

The purpose of this Aurum Project (AP) Fundraising Policy is to provide a framework upon which AP fundraising activities are planned and managed. This includes activities undertaken by or on behalf of AP with the aim of seeking or receiving donations of money, property or assets.

## 1.1 Scope

The policy applies to any member of AP who is involved in a fundraising activity, including staff, volunteers, committee members and staff of partner organisations, if they are working with AP.

## 1.2 Fundraising methods

Fundraising methods include: Book sales, Crowdfunding, bequests, campaigns, donations, events, non-monetary in-kind gifts, sponsorship, and newsletter advertising.

Receiving a grant is a fundraising method. However, these are subject to their own reporting requirements and policies.

AP membership renewal fees are not a fundraising method.

# 2 Fundraising Principles

We fundraise using ethical and lawful practices. Donations come from private businesses, foundations and passionate individuals who see the importance of natural medicine research. Transparency is one way we honour their support, by providing accurate reports about the way donations are managed and disbursed, including costs and expenses.

The following principles apply to conducting fundraising activities.

An individual AP member:

1. Must not engage in activities that may harm AP, a donor, a beneficiary or members of the public.
2. Must not engage in activities that bring the profession or fundraising into disrepute.
3. Must recognise their individual boundaries of competence and be truthful about their professional experience and qualifications.
4. Must not engage in any activities which conflict with their fiduciary, ethical and legal obligations to AP.
5. Must not accept commissions, bonuses or inducements on behalf of AP whether directly or indirectly employed or volunteering.
6. Must be truthful when describing AP identity, purpose, programs, and needs and will only address activities which we actually conduct.

## 3 Fundraising Practice

### 3.1 Fundraising materials will:

- Accurately identify the organisation as AP and include address, Australian Business Number and purposes.
- Clearly state if there is a specific purpose for the donations, directly related to a project to be implemented in a specific country or location.
- Avoid material omissions, exaggerations of fact, misleading visual portrayals and overstating either the need, or what a donor's response may achieve.
- Accurately portray intended recipients, their situations and the potential solutions, and the means the raised funds will be utilised in response to such needs.

### 3.2 Legal requirements

Specific laws govern fundraising, including those administered by the Australian Taxation Office and individual States/Territories. These laws differ from State to State. AP will comply with all applicable laws including those in the State in which fundraising is conducted. These may include obtaining permits/licences, providing accurate information to the target audience, and ensuring donated funds are promptly remitted through official channels.

Most laws require a general receipt to be issued to cash donors at the time the cash is received. AP complies with this requirement at all stages. For example, internet fundraising for AP takes into account the laws of all Australian states and territories. Local fundraising for AP complies with local/council requirements. AP's fundraising materials make it clear whether the appeal/campaign is 'generic', or 'specific'.

Funds generated through 'generic' fundraising may be allocated to general AP activities. Funds generated for 'specific' projects, programs or regions are to be quarantined within those areas. In the case of a 'specific' appeal, campaign materials should include information on the use of any excess funds (i.e. donations beyond the projected budget), and, where possible, advise the specific project/program to which surplus funds will be redirected.

AP requires that visual images used in promoting fundraising activities must be legally obtained. Where possible, the permission of subjects should be secured, and sources acknowledged. At all times images taken at events should only be used after permission is sought from the subjects in the images. Permission for use of images of people/participants for social media use should be specific that they are for AP marketing purposes. AP includes a generic consent within its marketing material for specific projects and events, where all participants are aware and consent to the use of their personal photos and short videos, by AP within its future marketing tools and campaigns.

### 3.3 Disclosure of costs of fundraising and administration

Costs incurred in raising funds are to be identified according to the fundraising program being undertaken, noting whether the programs are either 'Generic' or 'Specific'. Those costs that are

more general in nature, such as the costs of individuals working on fundraising events, are to be identified as general fundraising costs that cannot be segregated by campaign. In all cases fundraising costs are to be distinguished from other AP administrative costs. This information is to be made available to management and the committee for fundraising program reviews.

AP acknowledges the fact that all fundraising activities have hidden costs. Among such costs are various administrative and financial fundraising costs which are supported by donations. For example, it may be possible to make assertions, such as “All net funds received in conjunction with this fundraising initiative can be passed directly to the Solomon Island Water Project”. However, AP also acknowledges that all received net funds would recognise some bank fees associated with that specific transfer/donation, or the banking administration of the local bank account.

## 4 Fundraising Process

AP implements the following fundraising process in all fundraising campaigns:

- Identifying a need for a fundraising campaign at a specific point in time.
- The need is shared with the marketing manager who would prepare a formal fundraising request, in the form of a project proposal.
- The need for and the type of sponsorship involvement will be assessed by the marketing manager according to the individual nature of the proposal.
- The Director shares the provisionally approved request with the Fundraising Committee on the Management Committee.
- The Management Committee will review and approve the request for the fundraising campaign after deciding on the best means and tools to do so.
- Prior to AP members incurring any expenditures relating to prospective fundraising activities, formal approval from the Director must have been gained.
- Following the Director’s approval, AP research pod members can commence spending from the raised funds.

## 5 Communication with donors

Donor cultivation must be undertaken in a planned and coordinated manner in collaboration with the Marketing and Sponsorship Manager to avoid overlapping, conflicting or otherwise inappropriate approaches to donors.

Communication with donors or potential donors must clearly articulate how their funds will be used. This policy permits fundraising on several levels where the communication to donors or prospective donors may be different. It is not necessary to fundraise for only one particular activity, as funds may be used for several purposes. If this is the case, no assertions are made by AP to limit the use of funds for a specific activity or activities. Rather, the AP will clearly communicate that it will direct funds to the activities/areas where it is most needed. This is in order to ensure that operations are maintained, and it can grow as a result of such donations. A

link to the relevant place in the AP website will be provided where details of all activities can be obtained.

#### 5.1 Methods of communicating with donors for general campaigns

- Information about activities on the AP website and through AP newsletters.
- A link to the AP Annual Report is available on the AP website.

#### 5.2 Methods of communicating with donors for Program Specific campaigns

- Program participants will have hands-on-experience as to where the funds are spent and will be required to keep records, so that donors can be fully informed at all times as to where the funds are spent and how this is being recorded.
- Follow up reports must describe the costs of the program.
- Financial Reports will show funds raised and expended by Program or Project.

#### 5.3 Communicating with donors for Project Specific campaigns

- In instances where donors are specific about what project they wish to give funding for, they will receive detailed communications about project proposals and completion reports.
- Every reasonable effort will be made to secure donors' agreement to any surplus funds being used for a different program.

#### 5.4 Tailored reports

AP believes that donor communications are to be managed with a high level of sensitivity.

AP issues its annual report which includes donations received during the previous year, as a minimum reporting requirement to all its members and AP's Management Committee.

Because creating tailored reports for specific donors is a costly activity and time consuming, AP's fundraising communications must not unduly commit AP to maintaining a flow of information by comparison with the amount donated. Every single received donation is included in the annual reports.

#### 5.5 Wording in all fundraising campaigns

Wording in all fundraising campaigns is to be approved by the Director or Management committee.

#### 5.6 Protection for donors

In all AP fundraising activities, the rights of donors will be protected including the right to:

- Have their names and titles deleted from mailing lists. Therefore all mail-outs are to include "unsubscribe" options.

- Be informed about the purposes for which funds are being raised and be able to access information on programs supported by their donation.

Personal information collected by AP, in the course of fundraising activities, will remain confidential, and will not be sold, given away or disclosed to any third party without consent.

### 5.7 Acceptance of donations

AP recognises that communication with donors comes at a cost. Where the balance between what the funding may be used for and the reporting obligation required by the donor is out of balance, the funds are not to be accepted. Assessing this balance is part of the responsibility of the Management Committee to whom all requests for information from donors in conjunction with a particular donation must be referred.

Donations will not permit donors to influence any decision, behaviour or AP research outcome. Donations likely to compromise AP integrity, independence or public image are not accepted and the discretion to decline remains with the Management Committee.

## 6. Fundraising through sale of donated books/items

### 6.1 Book Barn statement on AP website

“The last thing that anyone wants is for our precious homeopathy books to end up being put into the paper recycling bin. Give them to us and we will make sure they go to someone who needs them.

We do not accept donations of Allen's twelve volume sets or Hering's ten volume sets. They are impossible to sell online because of the postage. The Aurum Project gratefully accepts all other donations of second-hand preloved homeopathy books, as listed in the categories.”

### 6.2 Delivery of books

Books can be delivered / posted / freighted to The Aurum Project by the donor.

### 6.3 Receiving donated books

Donated books are received by the receptionist at the Harbord Homeopathic Clinic.

## 6.4 Processing donated books/items

- There is no need for The Aurum Project to obtain a formal valuation of the books/ items in question if the amount is less than \$5000.
- An estimation must be made of the value using reasonable and sound judgement. It is not essential that the donated item be valued precisely.
- Consideration may be given to searching the books/item on eBay by typing in the name of the relevant item.
- As long as there has been a reasonable attempt to value the donated asset, the auditor should be satisfied.
- A tax deductible in-kind donation receipt is to be written for every donation of books/items for the amount they have been valued at whether the donating person wants it or not. The receipt book is obtained from the marketing manager.
- The books/items are then entered into the ecwid online shop by the receptionist and/or the Book Barn manager.

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## Development of The AP Fundraising Policy

(Review frequency - 3 yearly)

Policy Identifier / Version	APFP.V1 first draft by Treasurer Nicolas Abdo and Director Linlee Jordan	Date review due	APFP.V1 Accepted by President Nyema Hermiston on behalf of the Management Committee	Date APFP.V1 Included in policies on the AP website
AP/PAP.V1	25/6/2024	25/6/2027	1/7/2024	2/7/2024
AP/PAP.V2				