




POLICIES AND GUIDELINES

Member protection policy

Responsibilities that ensure success



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What are donations

- Donations differ from sponsorship in a fundamental way, donations are often philanthropic in nature.
- Sport and recreation organisations can increase their probability of receiving donations, by developing a better understanding of people's/organisation's motivations for contributing to sport and recreation organisations.
- The three principal sources of philanthropic support are:

Charitable trusts
and foundations

Corporate
foundations and
employee giving
programs

Private individuals

What are donations

- A philanthropic trust is a foundation or trust that supports a range of activities in the community that are deemed to be charitable under taxation law. The tendency over the last five years is for benefactors to be more strategic in the way they allocate funds. Trusts are identified by five criteria:

1. Non-government

2. Non-profit making

3. Financially independent and self governing

4. Controlled by its own trustees

5. Involved in activities for the welfare of the community

Influencing factors

- The social need for the project and whether or not research has been done to indicate there is no duplication.
- How the project will be evaluated.
- The organisation's service area.
- The organisation's impact on the community. (Very few charitable trusts support projects where there is not a clear benefit to the community. Support to individuals is restricted to scholarships and awards).
- Whether the goals of the organization address a charitable trust's priority area and is considered by the trustees to benefit the public.
- The effectiveness of the organisation's structure and management, including planning, budgeting and board of directors and staff responsibilities.
- Whether the sport and recreation organisation receives government funding.
- Corporate foundations are interested in a slightly different set of characteristics than charitable trusts and foundations. The more important characteristics include:
 - How well the sport and recreation organisation delivers its services.
 - Extent of services in local communities.
 - Whether the organisation helps those people who wouldn't otherwise get help.
 - Degree of support from other sources.
 - Use of volunteers to run programs.
 - Extent to which the sport and recreation organisation serves corporate employees and their families.

Donor recognition and relations

- Giving may be its own reward, but a donor recognition program that is thoughtfully conceived is crucial to many fundraising programs. Donor recognition builds relationships, encourages involvement, and positions the organisation for future assistance from donors. Recognition is at the heart of donor relations.
The best type of recognition is personal and at a level that is appropriate to the level of support without breaching taxation law.

A plaque

A letter from the president of the organisation

A personal note from someone who benefits from the donor's philanthropy

Free tickets to dinners or sporting events are not suitable forms of recognition for donors (these tend to be somewhat tokenistic and do not adequately recognise donors).

Other Support

- Tennis Australia – More detail page <http://www.tennis.com.au/wp-content/uploads/2010/08/Sponsorship.pdf>
- Club Help <http://www.clubhelp.org.au/fundraising/donations>
- Our Community <http://www.fundingcentre.com.au/donation/home>