

Fundraising Policy

Subject	Fundraising Policy
Level	Governance
Owner	Trust Board
Contact	Head of Development
Approval Date	December 2022
Next Review	December 2023

1 INTRODUCTION

- 1.1 As outlined in Section 11 (f) of the 1996 Auckland War Memorial Museum Act (the Act), a key objective of the Trust Board is to ensure that Auckland War Memorial Museum Tāmaki Paenga Hira (the Museum) achieves greater financial self-sufficiency in part through fundraising activities that supplement public funding.
- 1.2 In undertaking fundraising activities, the Auckland War Memorial Museum (Museum) has a responsibility to ensure that the processes of securing and receiving funds from third parties to support its work does not compromise its integrity, the trust of its supporters or its commitment to its diverse audiences, staff and the communities that it serves.
- 1.3 Donors must be aware that support is given in alignment with the Auckland Museum Strategic Framework, in particular the Guiding Principles of Manaakitanga, Kaitiakitanga, Mana whenua. They should be also aware of and support our commitment to be relevant and inclusive for our many communities and diverse audiences as per our published Values.

2 PURPOSE

- 2.1 The Museum aims to increase external funding streams to enable the growth and development of all areas of the Museum.
- 2.2 The purpose of this fundraising policy is to provide a framework for working in the best interests of the Museum, while respecting our donors and being accountable in our work.

3 SCOPE

- 3.1 This policy applies to all fundraising activity undertaken by the Museum, inclusive of:
- Bequests; and
 - Trusts and foundations; and
 - Corporate gifts and sponsorship; and
 - Philanthropic donations.
- 3.2 Fundraising income includes gifts of cash as well as gifts-in-kind.

4 OBJECTIVES

4.1 The objectives of this policy are for the Trust Board to ensure the following:

- a) That donors are treated with respect, honesty and openness.
- b) That we commit to being accountable and transparent so that donors and public have full confidence in Museum fundraising activity, management of funds and alignment with funders.
- c) That funds received and managed are in-line with the Museum's Statement of Investment Policy and Objectives.
- d) That all fundraising activities align with the mindset and behaviours framework He Waka Eke Noa and the Museum's Code of Ethical Practice, and the Fundraising Institute of New Zealand (FINZ) code of ethics and professional conduct.
- e) That all fundraising activities comply with relevant legislation include the provisions of the Auckland War Memorial Museum Act and the Charities Act.

5 FUNDRAISING CRITERIA

5.1 The Museum actively seeks opportunities to work together with external organisations and individuals to achieve shared objectives. In the process, it is vital that the Museum maintains its independence and does not allow any external partnership to bring its name into disrepute.

5.2 The Museum will accept funding from companies, organisations or individuals which are directly involved in activities that are consistent with the Museum's overall charitable status, organisational vision, values and principles, including those articulated in this policy.

5.3 The Museum does not generally apply for, or accept, funds from gaming trusts whose venues for gambling are located in disadvantaged communities.

5.4 The Museum would not accept any of the following where the donation:

- a) was known to be associated with criminal sources and/or illegal activity; or
- b) would help further a donor's personal gain, which conflict with those of the Museum;
or
- c) would lead to a possible decline in support for the Museum, and so risk a fall in the resources available to fund its work or damage its longer-term fundraising prospects;
or
- d) would otherwise impact adversely on the Museum's reputation.

6 AUTHORITIES

- 6.1 The Chief Executive, through the Head of Development, will be responsible for the operational implementation of this policy and will work with the Trust Board Development Committee to establish and progress Museum capital campaigns and development strategies.
- 6.2 The Chief Executive and Head of Development will carry out a risk assessment of all new prospective sponsorships, donations and grants.
- 6.3 The Chief Executive and Head of Development will take all steps possible to check the provenance of donations and will not accept gifts and sponsorship where acceptance would result in risk to the Museum.

Risk will be assessed on a variety of fund criteria, including (not exclusive):

- size of potential gifts; and
 - expectations of donor; and
 - potential media exposure and reputational impacts; and
 - alignment with Museum institutional values and strategic goals.
- 6.4 Any potential fundraising activities that are assessed as having greater risk will be elevated to the Chief Executive, and then to the Trust Board Development Committee for guidance and oversight.

Approved by the Auckland War Memorial Trust Board – 8 December 2022

ASSOCIATED DOCUMENTS

- He Waka Eke Noa
- Code of Ethical Practice
- Risk Register
- Research Funding Policy
- Naming Rights Policy
- Charities Act – risk profile
- FINZ Code of Ethics & Professional Conduct