


## STEWARDSHIP OF DONATED FUNDS POLICY

<b>Sponsor division</b>	<b>Marketing, Communication &amp; Advancement</b>
<b>Responsible Department</b>	<b>Advancement</b>
<b>Related WSU Policies and Acts</b>	
<b>Policy name</b>	<b>Act Reference</b>
Fundraising Policy	Public Finance Management Act
<b>Change History</b>	
<b>Date recommended by IMC</b>	<b>10 October 2016</b>
<b>Approval authority</b>	<b>Council</b>
<b>Approval Date</b>	<b>25 November 2016</b>
<b>Latest revision date</b>	<b>November 2019</b>
<b>Effective date</b>	<b>Immediately</b>
<b>Number of pages</b>	<b>08</b>
 <hr style="border-top: 1px dashed black;"/> <b>Chairperson of Council</b>	

## **1. Title of the Policy**

Stewardship of donated funds

## **2. Preamble to the Policy**

It is imperative that donations received by the University in whatever form are correctly and timeously acknowledged and that the donor(s) are thanked appropriately for their contributions.

Walter Sisulu University aims to ensure that all donations are managed in a timely and professional manner and this needs to be coordinated and facilitated through the Advancement Division in terms of this policy which applies to all University staff, departments and faculties, affiliates, units, institutes, and any other body associated with the University.

## **3. Purpose of this Policy**

Walter Sisulu University has established a donations administration process designed to ensure the efficient administration of all monies donated to the University.

In addition, it has established donor recognition and stewardship programmes designed to nurture existing and new relationships in a transparent, ethical and consistent manner.

## **4. Scope of this Policy**

This policy will apply across all WSU departments, division, committees and structures. Through this policy, the University hopes to:

- Cultivate relationships with existing donors as a way of encouraging them to maintain or increase donation levels;
- Identify clear accountability which will include regular reporting, thereby illustrating to donors the impact that their contribution makes in assisting the University achieve its objectives and goals; and
- Develop a co-ordinated, centralised approach to donor administration recognition and stewardship.

## 5. Definitions of Key Words or Concepts (Note: Alphabetical Order)

In this document, unless the context indicates differently, the following words and phrases will have the following meanings:

- 5.1 **“Advancement”** refers to the unit within MCA. Advancement is the term adopted by higher education globally to describe the function of external stakeholder engagement, the nurturing of relationships, the augmenting of third stream income and the provision of research and skills development.
- 5.2 **“Donors”** refer to individuals, corporations, foundations, trusts, associations and other entities in the public or private sectors that provide donations to the University for either specific or non-specific purposes.
- 5.3 **“MCA”** refers to the Marketing, Communication and Advancement Division of Walter Sisulu University.

## 6. Policy Content

### 6.1 Policy Statement

It is the policy of the Institution to effectively manage funds according to the Public Finance Management Act. The institution needs to be equally prudent in managing funds that have been donated.

### 6.2 Principles

**Donor relationships:** It is the University’s intention to treat donors with care and respect in order to ensure their on-going support of the institution and its structures and programmes. In order to achieve this and avoid donor fatigue, duplication of requests, and interference in specific fundraising strategies, the Advancement Division is tasked to co-ordinate all fundraising and stewardship activities. This requirement will ensure that all donors are targeted to support appropriate institutional objectives.

It is important to note that while the Advancement Division will co-ordinate fundraising requests, key relationship management may be undertaken by specific individuals or other structures within the University.

**Acknowledgement:** The University agrees to respect a donor’s wish for anonymity. The release of any donor information will only be done with the consent of the donor.

All donations to the University will be acknowledged by appropriate personnel as indicated in the attached '*Donation Processing Form*'.

Specific requests for additional recognition will be referred to the Executive Committee of the University. These may include examples such as the naming of physical spaces, endowed funds, scholarship funds, and so forth. The University has final approval of requests in this regard.

All forms of recognition are negotiable.

All contributions to the University will be recognised on receipt of a written undertaking or gift.

When appropriate, and with specific consent from the donor, recognition may be given in University publications or in outside media.

**Tax Deductability:** Donations originating from South Africa that qualify for tax deductibility will, in terms of Section 18A of the Income Tax Act, be issued a tax certificate by the Finance Division to be sent to the donor by the Advancement Division with an appropriate thanking letter. Donations currently attract 10% of taxable income.

Any queries with regard to tax deductibility may be referred to the Advancement Office in the MCA Division.

**Donations-in-kind:** Donations-in-kind are welcomed by the University and receipts will be issued at either "fair market value" or according to current taxation legislation, if requested by the donor. Recognition benefits will be based on the receipted amount of the gift. An independent appraisal will be provided for items with a value greater than R100 000.

## 7. Audit process

The WSU Development Fund account shall be included in the annual audit to ensure that all donations are accounted for and that the funds received are spent appropriately. The Institutional Advancement Department with the support of the Finance Department will be responsible for preparing a financial report of the WSU Development Fund account for submission to each Finance Committee meeting.

## 8. Related documentation

### 8.1 Fundraising policy

## 9. Process

# DONATION PROCESSING FORM

### COMPLETING THIS FORM WILL ASSIST YOU AND THE ADVANCEMENT DIVISION IN THE FOLLOWING WAYS:

- By ensuring that the relationship between WSU and the donor is appropriately managed.
- By ensuring that the Advancement Division issues a thanking letter to the donor, in accordance with the University's Stewardship Policy, together with a receipt and tax certificate (if applicable).
- Copies of the above documents will be forwarded to you for your filing purposes.
- It is vitally important to look after each donor, irrespective of the amount received. This will facilitate possible future donations.
- The details below will assist us to update the donor database accurately in order for us to remind you when reports or reapplications are due.

### PLEASE DO THE FOLLOWING:

- Complete the form in full (print clearly) and send it to the Donor Researcher, Advancement Division, within THREE days of receiving this form.
- Do not hesitate to contact the Donor Researcher if you need any assistance in completing this form.

**THANK YOU FOR YOUR ASSISTANCE - IT IS MUCH APPRECIATED.**

## DETAILS OF YOUR DEPARTMENT / DIRECTORATE / CENTRE

(To whom all future contact and queries can be directed.)

ADMINISTRATOR: \_\_\_\_\_

EXTENSION: \_\_\_\_\_

DEPARTMENT/DIRECTORATE/CENTRE: \_\_\_\_\_

DATE: \_\_\_\_\_

## DONOR DETAILS

(The contact details of the donor and the person to whom all correspondence must be addressed.)

DONOR NAME: \_\_\_\_\_

AMOUNT: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

JOB TITLE: \_\_\_\_\_

POSTAL ADDRESS: \_\_\_\_\_

(For tax certificate and database purposes, it is essential that all the DONOR DETAILS are correct.)

**DETAILS OF FUNDED PROJECT**

PROJECT LEADER: \_\_\_\_\_ NEW PROJECT?  Yes  No

PURPOSE OF DONATION: \_\_\_\_\_

ALLOCATED ACCOUNT NUMBER: 

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(Please contact the Finance Division if you are unsure of the specific account number.)

**DONATION DETAILS**

AMOUNT OF: \_\_\_\_\_ OVER \_\_\_\_\_ YEARS = TOTAL AMOUNT: \_\_\_\_\_

REPORTS TO DONOR:  ANNUALLY  BIANNUALLY

DATE/S REQUIRED: \_\_\_\_\_

REAPPLICATION DATE: \_\_\_\_\_ for further funding.

DONATION REFERENCE NUMBER: 

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(Available from the Donations Administrator)  
office use only:

For


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Signature of Project Manager or relevant staff member

**DONOR RECOGNITION AND STEWARDSHIP REQUIREMENTS**

**Administrative Information:**

Date form received: \_\_\_\_\_

Donation payment date: \_\_\_\_\_

Tax certificate required:  Yes  No

Control no. \_\_\_\_\_ Receipt no. \_\_\_\_\_

Tax Certificate no. \_\_\_\_\_

Tranche stage  of

Has donor donated before:  Yes  No

**Research Information:**

Previously donated projects:  Undergrad Bursaries  Postgrad Bursaries  Other (please specify)

Does the donor have other business connections?

Is the donor an alumnus/alumna?  Yes  No

Date details captured on database: \_\_\_\_\_

Signed: \_\_\_\_\_

**Acknowledgement:**

	R5m +	R2m	R1m	R500,000	R100,000	R40,000	R50,000- R99,999	R25,000- R49,999	R10,000- R24,999	R5,000- R9,999	R1,000- R4,999	R1-R999
Thank-you letter from <b>Vice-Chancellor</b> (together with receipt and tax certificate, when applicable)	✓	✓	✓	✓	✓							
Thank-you letter from <b>Senior Director: Marketing, Communication and Advancement</b> (together with receipt and tax certificate, when applicable)							✓					
Thank-you letter from <b>Director: Advancement</b> (together with receipt and tax certificate, when applicable)								✓	✓	✓	✓	✓

Date copies of relevant documents sent to Department/Directorate/Centre:

Date letter posted to Donor: \_\_\_\_\_

Checked.....

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Signature of Donor Researcher

Date