



## POLICY FOR

# Sponsorship and Fundraising

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Document No.	Effective Date	Version Date	Version No.	Cancels Version
SPO1	4/6/2020	4/6/2020	5	4

### 1.0 Purpose

To identify a process where individuals, business or corporate bodies can form a financial partnership with Norwood International High School (NIHS) through sponsorship. This is inclusive of Governing Council and affiliated committees who are allowed to fundraise for their own service-related purpose.

### 2.0 Version Control

Version Date	Version Number	Reference sections	Description of the change
29/10/2024	7	New 4.6, 5.1, 6.2	Updated with the new template aligned to our branding. Additional information regarding Fundraising.
1/2/2022	6	All 4.5	Whole document changed to reflect school name change. Removal of Sponsorship Levels as we do not produce a Newsletter anymore.
4/6/2020	5	4.1	New section added in line with DfE Instruction.

### 3.0 Scope and Responsibilities

#### 3.1 Scope:

Individuals, business or corporate bodies are invited to form a financial partnership with NIHS through financial donations or sponsorship of events and an opportunity to provide many long-lasting benefits, including:

- Maximum exposure to local students, families, business and community within the eastern suburbs of Adelaide and internationally.
- The opportunity to deliver a clear message that you have a genuine commitment to NIHS and its educational endeavours both past and future.
- High visibility on the NIHS website.
- Develop and build new partnerships and alliances with your local community.
- Ensure Department for Education finance policies and instructions apply equally to fundraising activities.

Sponsorship and Fundraising arrangements apply to all school staff, school committees and clubs, the Governing Council and affiliated committees.

### 3.2 *Responsibilities:*

The School to ensure it makes the most out of any sponsorship or fundraising. We encourage Sponsors to speak with us about tailoring any special needs they might have in ensuring their Sponsorship is working towards building their brand. Sponsorship packages and commitment levels vary and can be tailored to suit the Sponsor's particular marketing strategies.

In line with the Department for Education (DfE) Donations, Sponsorship and Promotions Instruction and Fundraising Instructions for Schools and Preschools arrangements must:

- be used to enhance educational programs;
- be for school/preschool purposes
- not provide direct private benefits for staff, their family members and/or other related parties or associates of staff;
- be compatible with good educational practice;
- not demand the site's purchase of a product or service;
- not generate undue pressure on students or parents to purchase the product or service;
- not involve endorsement of products by the site; and
- not give the company or organisation any advantage in a tender process.
- adhere to relevant Department financial management instructions.
- be sustainable, ie not make a loss.

In addition, any application for Deductible Gift Recipient (DGR) status must comply with the Australian Tax Office (ATO). Refer to the ATO website for further information.

## 4.0 **Policy Principles**

### 4.1 *Donation Principles*

In line with the Department for Education (DfE) Donations, Sponsorship and Promotions Instruction for Schools and Preschools arrangements:

- Schools/preschools may accept voluntary contributions from individuals or organisations for the enhancement of programs offered by the site.
- The donor should give written notification to the principal/preschool director which states the nature of the gift and the purpose for which it is donated.
- The principal/preschool director together with the governing council/school council/management committee must:
  - determine the appropriateness of a proposed donation;
  - ensure that the donation poses no undue financial burden or obligation on the site; and
  - only accept a donation under conditions acceptable to the site.
- The donations must be approved by the principal/preschool director and governing council/school council/management committee, with notations in the meeting minutes.
- All donations are to become the Minister's property.

### 4.2 *Appropriateness of Arrangements*

In line with the DfE Donations, Sponsorship and Promotions Instruction for Schools and Preschools sponsorship or promotion of a product, service or entity should only be accepted by the site under the following conditions:

- there is a direct educational, financial and/or resource benefit to the site;
- the product or service is consistent with the values and goals of the site;
- the sponsorship or promotion does not interrupt or adversely affect the site's education program or compromise professional standards;
- employees and their associates do not receive a private benefit from the arrangement;
- the arrangement does not expose the site or DfE to any financial, legal or other risks that are disproportionate to the nature and extent of the sponsorship;
- there is no damage to the site's reputation and arrangements are only agreed with reputable organisations whose public image, products and services are consistent with the principles, vision and goals of the site; and
- there is no expectation that the site will endorse the product or service.

All arrangements must comply with the above conditions. If not the proposal will not be accepted by the school.

All arrangements must be formalised using the NIHS Sponsorship Guidelines and Sponsorship Registration Form that clearly outline the benefits and obligations of all parties, the duration of the sponsorship and termination conditions.

#### 4.3 *Other Principles to be Considered*

In line with the DfE Donations, Sponsorship and Promotions Instruction for Schools and Preschools the following principles should also be taken into account when assessing potential sponsorship and promotion arrangements:

- the school should strive to maintain an open approach that provides equality of opportunity to would-be sponsors to maximise awareness of sponsorship opportunities;
- arrangements should not displace other funding on which the school depends;
- the school ensures that the capacity exists to deliver the agreed sponsor benefits/expectations;
- goods and services which are provided as part of a sponsorship agreement are valued at the retail cost of purchase;
- DfE policies are observed e.g. Buy Local Policy, Code of Ethics, etc.;
- agreements provide for those students, families, teachers or staff who do not wish to participate; and
- final control over the conduct of participating staff and students in sponsorship activities rests with the school.

#### 4.4 *Acknowledgement of Support*

In line with the DfE Donations, Sponsorship and Promotions Instruction for Schools and Preschools the extent of acknowledgement provided to parties should be consistent with the level of sponsorship or promotion. Some options that could be considered include:

- Acknowledgement of the sponsorship via social media and on the school's website;
- A letter of appreciation to the sponsor; and/or
- Placement of a plaque/sign with the name/logo of the sponsor for the duration of a sponsored activity or for an agreed period of time. Permanent signs or advertising are not permitted.

#### 4.5 *Sponsor's partnership with the school and commitment to sponsorship includes:*

- 4.5.1 Recognition of your company's support on the electronic signs located at 505 The Parade enabling high exposure – (times per year by negotiation dependant on level of sponsorship)
- 4.5.2 Opportunity to be sole sponsor of your choice of event.
- 4.5.3 Recognition (verbally) at official sponsored events.
- 4.5.4 Logo inclusion on the 'Sponsors Thank You' page on the NIHS website with a link back to your company's website.

#### 4.6 *Fundraising*

- 4.6.1 The fundraising organiser must keep the governing council or management committee informed of fundraising financial results and how the funds are used. The information must be provided in writing with sufficient detail and acknowledged in meeting minutes.
- 4.6.2 It is usually appropriate to inform stakeholders about how funds raised have been used.
- 4.6.3 The timing and location of fundraising activities should be managed to ensure that one project does not detract from another or the school's commercial activities.
- 4.6.4 Fundraising may be conducted by (but not exclusive to):
  - Sausage sizzles
  - Cake stalls
  - Selling raffle tickets
  - Quiz nights

## 5.0 Definitions and Abbreviations

### 5.1 Definitions

Donation: The provision of funds, goods or services to students, teachers and the school without expectation of a reciprocal benefit.

Fundraising: Seeking to generate financial support for a cause or enterprise.

Promotion: A scheme or arrangement conducted by organisations which is intended for commercial or other benefit, and which involves and rewards students, teachers, schools or school systems for participating in the scheme or arrangements.

Sponsorship: The negotiated provision of funds, goods or services to students, teachers, schools or school systems in exchange for advertising, publicity or other benefit.

### 5.2 Abbreviations

ATO Australian Tax Office  
DfE Department for Education  
DGR Deductible Gift Recipient  
NIHS Norwood International High School  
SMS Short Message Service

## 6.0 Attachments and References

### 6.1 Attachments

Nil

### 6.2 References

6.2.1 NIHS Sponsorship Guidelines.  
6.2.2 NIHS Fundraising Guidelines.  
6.2.3 Code of Ethics for the South Australian Public Sector  
6.2.4 Money and Banking Instruction  
6.2.5 School and Preschool Funding Instruction  
6.2.6 Delegations and Authorisations Instructions  
6.2.7 Payments Instructions  
6.2.8 Site Budgeting Instruction  
6.2.9 Governing of South Australia sponsorship guidelines and principles.  
6.2.10 Fundraising instructions for schools and preschools  
6.2.11 Donations, Sponsorship and Promotions Instructions

## 7.0 Review

This policy is to be reviewed biennially.

Review Date	Reviewed By	Accepted Date	Comments
2/12/2024	Governing Council	2/12/2024	Endorsed