

# Fundraising & Donor Management Policy

## 1. Introduction

United Christian Broadcasters Australia Ltd (Vision) is incredibly grateful for the generosity of our donors and supporters and is committed to honouring and respecting the financial contributions made by members of our community who choose to support Vision. We acknowledge the importance of our donor's contributions that fund the work of the ministry. We choose to act with the highest level of Christian integrity, accountability and honesty.

## 2. Purpose

The purpose of this policy is to ensure principles of transparency and fairness are applied to the advertisement, collection and management of financial donations made to Vision.

Vision fundraising can generally be split into two types:

- General purpose (e.g. Extra Mile Partners, Visionathon)
- Specific purpose (e.g. buildings, radio licences /access)

This policy applies to all donations transactions undertaken by Vision.

## 3. Scope

This policy applies to everyone who makes financial contributions to Vision. This policy also applies to Vision employees responsible for general fundraising activities, campaigns and special appeals, and those processing and managing donations.

## 4. Practices

Vision is committed to ethical solicitation, receipt and stewardship of all donations.

- **Respect:** Vision will not take improper advantage of any donor or potential donor when interacting with them regarding general donations, specific project fundraising or other financial interactions.
- **Transparency:** Vision will openly communicate information to donors and supporters about the needs of the organisation, how gifts will be used (in particular for fundraising for specific projects) and what will occur should targets not be made or how extra funds will be used where targets are exceeded.

- **Prohibited Practices:** Vision will never use pressure to solicit donations or take advantage of vulnerable people. Vision will not mislead donors and supporters regarding the potential impact of their giving or knowingly encourage someone to give beyond their financial capacity.
- **Training:** Vision is committed to provide training for staff involved in fundraising: from the concept of fundraising campaigns, implementation and communication, and the collection and management of funds.
- **Communication:** Vision is committed to clear and regular updates to our donor community in relation to donation targets being met, how donations are being used and the impact of their contribution to the work of Vision.

## 5. Policy

### 5.1 General Purpose Fundraising

Vision generally holds two (2) major fundraising events each year to help fund general operating costs, called Visionathon. Supporters are encouraged to contact Vision, online or by phone, and financially support Vision through a one-time gift.

Vision also invites supporters to become Extra Mile Partners (EMP). These are people who agree to support Vision through monthly donations which are debited from their chosen credit or debit card. A Monthly Giving Policy is available on Vision's website with the EMP Request and Authority Agreement form. Donors can end payments at any time by contacting Vision.

### 5.2 Specific Purpose Fundraising

Vision may hold any number of fundraising events each year. Specific purpose fundraising may take place to assist with the acquisition of a significant asset or service. If a donation is received for a specific purpose fundraiser, or if a donor has specifically requested a donation be used for a specific purpose, Vision will honour the donors' instructions.

### 5.3 Oversubscription & Undersubscription

If a specific purpose appeal is overfunded (oversubscribed) or underfunded (undersubscribed), donors will be provided with options for directing the excess funds, allocating them to other needs, or receiving a refund.

Before the specific purpose appeal commences, Vision must determine what would happen if funds collected are greater than or less than what is required.

The following is expressed on the Vision website:

*If Vision makes a specific purpose appeal and the money raised is greater than the budget proposed for the original purpose, Vision may, at its discretion, use the excess funds to further the work of the ministry. Likewise, if a specific purpose project cannot proceed due to the appeal target not being reached, funds raised may be redirected to other projects or used for the general objects of Vision at the discretion of Vision Management. Alternately, in either event, donors may apply for a refund according to Visions Donation Management Policy. Communication will be provided to donors as to the outcome of specific purpose appeals.*

## **5.4 Refunds**

Vision asks donors and supporters to carefully and prayerfully consider their decision and commitment to support Vision financially. However, Vision recognises there may be valid requests for refunds of donations. This can include unintentional errors or where a specific purpose appeal is oversubscribed or the project is suspended as outlined in Section 5.2 (Oversubscription & Undersubscription).

Whilst Vision will make every effort to ensure genuine errors are rectified and consider all requests for refund, Vision will assess every request individually and is under no obligation to provide refunds automatically.

If an error has occurred through Visions internal process, such as double payments being direct debited from a donors account, Vision will process the refund within seven (7) working days of becoming aware of the error.

Vision will endeavour to honour requests for donation refunds through the following process:

1. Request must be provided in writing.
2. Due to privacy, the request must come from the person who made the donation.
3. The request should include details of the original transaction, donors ID number, receipt number, amount, donors full name and address and the reason for the requested refund to be made.
4. If the donation was made by credit card, the refund must be processed to the same credit card.
5. Donors will be asked and expected to destroy the Deductible Gift Recipient (DGR) issued to them for tax purposes.
6. Requests for refunds should be finalised within 14 business days of receipt of the request.
7. Requests for refunds must be made within 90 days of receipt of the original donation.

## 6. Conclusion

This policy is available on Vision’s website and in writing upon request. Vision maintains an open and transparent Fundraising & Donor Management Policy to ensure we are upholding the highest level of integrity and honesty as would be expected from people serving our Lord Jesus Christ.

This policy ensures Vision Christian Media upholds the highest levels of integrity and honesty, in alignment with our faith-based mission. We strive to build lasting trust with our donors and supporters by maintaining clear, ethical, and transparent fundraising practices.

### **APPROVAL – section maintained by the Company Secretary**

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### **VERSION CONTROL – section maintained by the Company Secretary**

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