



# MASTERS SWIMMING AUSTRALIA

## **Grant Seeking, Sponsorship and Fundraising Policy**

March 2023

# Masters Swimming Australia

## Grant Seeking, Sponsorship and Fundraising Policy

Date endorsed by the NBM	24 03 2023	Date discussed to Branch Delegates at the General Meeting	Spring GM 2022
Last revised	24 03 2023	Key contact	MSA General Manager

### INTRODUCTION

1. The Masters Swimming Australia (MSA) National Board of Management (NBM) is committed to ensuring that all grant seeking and fundraising activities for MSA are carried out in an ethical manner that supports the members of MSA.
2. This policy applies to the NBM, casual, permanent and contract staff and volunteers.
3. The following definitions are used by this policy:
  - a. **Grant seeking by MSA** is the process of applying for grants from organisations or governments for funding. *For example, government grants and philanthropic sources.*
  - b. **Grant seeking by MSA's member branches or clubs** is the process of applying for grants from MSA for funding. *For example, membership drive, equipment for use at training sessions, promotional items, training and development of coaches and technical officials.*
  - c. **Fundraising** is the process of raising money or other contributions through events, appeals and advertising. *For example, a charity dinner, raffle, advertising for donations etc.*
  - d. **Sponsorship** is the payment of money or provision of in-kind support by a business to MSA for business purposes (including marketing, public relations, goodwill purposes and staff morale). *For example, swimming gear packs for Nationals male and female swimmers of the meet, discounts for ocean swim trips, featured articles and logos for free in publications, naming rights 'Vorgee E1000', etc.*

### PURPOSE

4. The purpose of this document is to identify MSA's position on grant seeking, sponsorship, and fundraising practices, and to document the standards expected in seeking contributions, sponsorships or raising funds for MSA or from MSA generally.

## **POLICY**

MSA's guiding principle is that all grant seeking, sponsorship, and fundraising activities must align with MSA's Statement of Purpose and Objectives and support its members.

In doing so, MSA will adhere to the following standards:

5. All grant seeking, sponsorship and fundraising activities carried out by MSA will comply with all relevant laws.
6. Transparency of decisions made in relation to MSA grants and sponsorships is essential. Any communications to the Branch, club and individual members made in relation to grant seeking by MSA or grant seeking of MSA by member branches or clubs, sponsorship or fundraising activities shall be truthful and non-deceptive.
7. The NBM and MSA General Manager (GM) will oversee major decisions, reporting and compliance requirements relating to grant applications, sponsorship, and major fundraising tasks for MSA.
8. The GM and Finance Director (FD) will report regularly to the NBM, and grants and sponsorships will be included in the minutes distributed to all Branches.
9. All monies or contributions raised via these activities will be for the stated purpose for the benefit of MSA members and will comply with MSA's Statement of Purpose and Objectives.
10. All personal information collected by MSA is confidential and is not for sale or to be given away or disclosed to any third party without consent.
11. NBM and Branches must approve any major grant offered to member branches and/or clubs before the grant is accepted by MSA. This approval must be recorded.
12. All major grant, sponsorship and fundraising activities must be reported by the GM and/or FD to the NBM and recorded in meeting minutes.
13. A statement estimating income and expenses will be prepared prior to the commencement of any new fundraising activity that may present a financial risk to MSA. Fundraising activities should not be undertaken if they will expose MSA to significant financial risk. Capital reserves will be considered when assessing risk.
14. Grant seeking, sponsorship or fundraising activities should not be undertaken if they might be contrary to MSA's Statement of Purpose and Objectives.
15. Grant seeking, sponsorship or fundraising activities should not be undertaken if they may be detrimental to the good name or community standing of MSA.
16. Financial contributions, sponsorships or donations will only be accepted from companies, organisations, and individuals the NBM and GM considers ethical.

17. The NBM and GM will undertake an evaluation of the risks and impact posed by a potential funding organisation prior to an application. Companies and organisations specifically excluded from making financial contributions to MSA include gambling, tobacco, and alcohol companies.
18. Grant, sponsorship, and fundraising activities will be included in reports of the GM and FD in MSA's annual report.

#### **RESPONSIBILITY**

19. The NBM is responsible for the implementation and review of this policy.
20. All NBM, casual, permanent and contract staff and volunteers are responsible for adhering to this policy.

#### **AUTHORISATION**

21. This policy has been approved and endorsed by the NBM, reviewed by Branches and recommended to be adopted by Branch delegates.