



Sponsorship & Donations Policy V2 May 2024

Introduction

Portarlington Neighbourhood House welcomes sponsors and donors who support our charitable purpose *of advancing social and public welfare*. Sponsorship and donations can be in the form of: funds, goods, or in-kind service and includes donations to be used as raffle prizes.

Sponsorship is a partnership between an organization (the sponsor) and PNH (the sponsored party) to achieve mutual benefit for example to increase visibility of the sponsors brand identity while at the same time generate additional revenues or resources to support PNH. Donation is something that is given to a registered charity such as PNH.

Sponsorship and donation can be for general use to achieve PNH's mission and strategic direction, or for a specific project, equipment of program component.

Scope

This policy guides:

- the commitment between PNH and any sponsor or donor, and
- PNH internal processes for authority, recording and reporting of sponsorship or donations.

Policy

1. A sponsor or donor is not entitled to influence any decision of PNH.
2. PNH will not accept sponsorship or donations that may jeopardise the financial, legal, ethical or moral integrity of PNH or adversely impact upon PNH's standing and reputation in the community.
3. All sponsorship, donors or partnerships must be consistent with existing PNH policies and Code of Conduct.
4. Neither party, in any situation, whether within or outside the parameters of the sponsorship or donation, shall be deemed to be the spokesperson for, or the representative, of the other party.

Potential benefits to sponsors

5. For sponsorship of value \$500 or more, PNH will offer to attach your business logo to the sponsorship section of our weekly email Newsletter to all members (600-700 members), for one year.
6. For any sponsorship or donation for a specific a special project, equipment of program component, the sponsor or donor will be mentioned, with your approval, at an event at the most appropriate time.

Terms & Conditions

7. If the sponsorship or donation is \$500 or more, the total value and payment schedule of the sponsorship agreement between the parties must be agreed in writing (at least by email records) and the agreement must state:
 - a. Agreement/compliance to PNH Sponsorship & Donation Policy (4 points as above)
 - b. What the sponsorship or donation is to be used for at PNH, e.g. for general use, or for specific use
 - c. The specific benefits to the sponsor or donor, e.g. promoting the sponsor/donor at a specific event, the term of any promotion of a sponsor (usually 1 year if a logo is on the weekly Newsletter)
 - d. How the sponsorship or donation is to be paid, e.g. by invoice
 - e. Any other conditions, e.g. any agreed exclusivity clauses, anonymity of sponsor or donor if requested

Internal Procedures

8. All PNH members or key personnel seeking sponsorship or donations, including items for raffles, must have prior authority.
 - a. The authority for PNH members to seek sponsorship or donations may include a letter to show potential sponsors/donors that the members has authority to act on behalf of PNH. Seeking sponsorships and donations under \$2000 can be approved by the Program Manager. Sponsorships and donations over \$2000 must be approved by the PNH Committee of Management.
 - b. The Program Manager has authority to sign letters of thanks on behalf of PNH, and coordinate any appreciation certificates (letters should not be sent by members using personal email addresses).
 - c. All Sponsorships and donations must be reported to PNH Committee of Management and recorded using PNH financial procedures and other operational recording procedures.
 - d. This committee approved policy is part of the Activity & Event Management Policy, and referred to in the Financial Management Policy, Activity Facilitator Handbook and the Event Management Handbook. It will also be available on the Website.