

Fundraising, Gifts and Philanthropic Naming Policy

Version 4 – Approved 27 June 2025



Purpose:

This policy outlines the principles which apply to the University's fundraising activities in support of the University of Tasmania's mission.

		Responsible
1	Fundraising activities	
1.1	All philanthropic initiatives and approaches to potential donors will be aligned to University strategy.	Director, Advancement
1.2	All fundraising practices conducted on behalf of the University will be ethical, transparent and respectful.	Director, Advancement
1.3	University staff will accept philanthropic gifts in a timely manner and will both develop and maintain high quality relationships with donors in fulfilling donor wishes.	Director, Advancement
1.4	All University fundraising activities will protect the rights of donors per the internationally recognised <i>Donor Bill of Rights</i> ¹ .	Director, Advancement
1.5	All solicitation, acceptance and management of gifts and sponsorships within the University will align and be consistent with the University Mission, Vision and Statement of Values and will preserve or enhance the good reputation of the University.	Director, Advancement
1.6	The University reserves the right to decline a gift for any reason.	Director, Advancement
2	Management of philanthropic gifts	
2.1	The University will manage philanthropic funds prudently whilst remaining in accordance with donor wishes.	Director, Advancement
2.2	The University recognises and values volunteering as a gift of time.	Director, Advancement
3	Recognition of philanthropic support through naming	
3.1	The University may choose to name University facilities, entities and activities in recognition of significant philanthropic support to the University.	Director, Advancement
3.2	Individuals and organisations recognised by naming rights are expected to demonstrate attributes aligned with the University Statement of Values and will preserve or enhance the good reputation of the University.	Director, Advancement
3.3	The University reserves the right to revoke the name or the naming rights ascribed under 3.1.	Director, Advancement
3.4	In the naming of a University facility or entity, the University will ensure that there is an appropriate proportionality between the size and nature of a gift and what facility or entity is named.	Director, Advancement

Definitions and acronyms: [philanthropic gift](#) | [fundraising](#) | [sponsorship](#) | [University activities](#)

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All University community members must comply with all relevant laws and regulations, University By-Laws, ordinances, policies and procedures.

¹ Donor Bill of Rights 1993: <https://www.case.org/resources/donor-bill-rights>