

Fundraising Policy

Number	FUN:01:2025
Owner	Director Enterprise, Finance and Property Services
Contact	Head of Development
Effective from	June 2025
Next review	2028

Intent

The Trust Board is committed to ensuring that Auckland War Memorial Museum Tāmaki Paenga Hira (the Museum) achieves greater financial self-sufficiency by increasing external funding streams to enable its growth and development.

Purpose

The purpose of this policy is to provide a framework for working in the best interests of the Auckland Museum, while maintaining accountability and ensuring its donors are treated with respect, openness and honesty.

Scope

This policy applies to all fundraising activities undertaken by the Museum, inclusive of:

- Bequests
- Trusts and foundations
- Corporate partnerships and sponsorships
- Philanthropic/individual donations
- Gifts-in-kind.

Statement

The Auckland Museum is committed to being accountable and transparent so that donors and the public have confidence in its fundraising activities and management of funds.

1. All fundraising activities must comply with legal obligations and the Auckland Museum’s policies.

To ensure this is adhered to, the following apply:

- a. All fundraising activities align with the mindset and behaviours framework *He Waka Eke Noa* and the Museum’s Code of Ethical Practice.

- b. All fundraising activities comply with relevant legislation, including the *Auckland War Memorial Museum Act 1996* and the *Charities Act 2005*.
- c. Funds are received and managed in line with the Statement of Investment Policy.
- d. All commercially sensitive contracts and gift agreements will be kept confidential to Auckland Museum.
- e. All fundraising activities must be recorded correctly, timely and must be reported on in line with contractual and legislative obligations.

2. The Auckland Museum will only accept external funding that aligns with its ethical values and mission.

It is vital that Auckland Museum's independence is maintained, and no external partnership or sponsorship are entered into that may bring its name into disrepute.

To give effect to this, the following applies:

- a. Auckland Museum prefers to accept funding from companies, organisations or individuals where it is believed they have shared values and objectives that are consistent with its overall charitable status, organisational vision, values and principles, including those articulated in this policy.
- b. All applications to gaming trusts require Auckland Museum Trust Board approval in the form of a signed resolution to ensure funds are not derived primarily from disadvantaged communities.
- c. A donation will not be accepted if any of the following applies to that donation:
 - i. was known to be associated with criminal sources and/or illegal activity
 - ii. would result in preferential treatment, create a conflict of interest, or be inconsistent with the Museum's values and mission, whether in terms of receiving undue advantages or fostering positive public perception for the donating organisation
 - iii. would lead to a possible decline in support for the Museum, and so risk a fall in the resources available to fund its work or damage its longer-term fundraising prospects
 - iv. would otherwise impact adversely on the Museum's reputation.
- d. Auckland Museum accepts gifts in good faith and with assurance that gifts provided have been obtained legally.
- e. Auckland Museum notes that the Returned and Services Association (RSA) is the only charity permitted to fundraise within the Museum.
- f. The Chief Executive may authorise collaborative fundraising activities with other charitable organisations where it is judged that there is mutual benefit and alignment with the Museum's objectives. Ordinarily, this will not involve directly soliciting members of the public for donations on the Museum's premises.

The Auckland Museum reserves the right to remove acknowledgements made on any recognition or tribute wall/plaque or similar, should the donor, funder or company name be brought into disrepute, with approval for the Trust Board.

3. All funds received through fundraising activities must be used solely for the specific purpose for which they were raised.

Tagged funds received must be allocated exclusively to the project, program, or initiative stated at the time of fundraising. Donors have the right to expect their contributions will be used as intended.

Any proposed reallocation of tagged funds must be supported by clear justification and will require donor consent.

Accurate records and reporting must be maintained to track all fundraising income and its expenditure. This is critical in demonstrating how the funds were used in alignment with the stated purpose.

4. The implementation of fundraising activities must be consistent with approved procedures.

Management will work with the Trust Board and relevant Committees to establish and progress capital campaigns and development strategies.

The Chief Executive, through the Head of Development, will be responsible for the operational implementation of the Fundraising Policy.

Associated documents

- Path to 2029
- Statement of Investment Policy
- Auckland Museum’s Code of Ethical Practice

Document history

Version	Review detail	Reason
1.0	Trust Board approved policy in 2019	
2.0	Amendments approved by Trust Board in December 2022	To include further provisions on where funds may be accepted from
3.0	Reviewed by Audit and Risk Committee in June 2025	To align with policy template and add specific-use provisions
	Changes approved by Trust Board on 26 June 2025	Changes recommended by ARC

Appendix 1 – Fundraising Procedure

Owner	Director Enterprise, Finance and Property Services
Contact	Head of Development

All donation/funding requests and receipts are to be in consultation with, and managed and recorded by, the Development department. This includes contractual agreements with Trusts, Foundations, Government agencies and corporates, and documentation of Gift Agreements for significant contributions.

The Chief Executive and Head of Development will carry out a risk assessment of all new prospective partnerships, sponsorships, grants, and donations.

The Chief Executive and Head of Development will take all steps possible to check the provenance of donations and will not accept gifts and sponsorship where acceptance would result in risk to the Museum.

Risks will be assessed on a variety of fund criteria, including (list not exclusive):

- alignment with Museum institutional values and strategic goals; and size of potential gifts; and
- expectations of the donor; and
- potential media exposure and reputational impacts.

Any potential fundraising activities that are assessed as having greater risk will be elevated to the Chief Executive, and then to the Trust Board for guidance and oversight.