



UNIVERSITY  
OF  
JOHANNESBURG

## POLICY: STEWARDSHIP AND DONOR RECOGNITION

Document number	
Custodian	DVC Internationalisation, Advancement and Student Affairs
Responsible Division	Institutional Advancement: Development Office
Status	Approved
Approved by	MEC and Council
Date of approval	18 February 2014
Amendments	
Dates of amendments	
Review date	2017

### Related documents

UJ documents (e.g. Policies, Regulations, Guidelines, Contracts)	Other (e.g. Legislation, DoE and HEQC directives and guidelines)
<ul style="list-style-type: none"> <li>• UJ Statute;</li> <li>• UJ Vision and Mission;</li> <li>• UJ Naming and Renaming of facilities, property and events</li> <li>• UJ Fundraising Policy;</li> <li>• UJ Strategic Plan;</li> <li>• UJ Policy on Finance;</li> <li>• UJ Terms and Conditions of Service.</li> </ul>	<ul style="list-style-type: none"> <li>• .....</li> <li>• .....</li> <li>• .....</li> <li>• .....</li> <li>• .....</li> </ul>
Stakeholders affected by this document (units and divisions who should be familiar with it):	<ul style="list-style-type: none"> <li>• Council;</li> <li>• Senate;</li> <li>• Management Executive Council;</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Subcommittees of Senate;</b></li> <li>• <b>Executive Dean and Deputy/Vice-Deans;</b></li> <li>• <b>Executive Directors and Directors;</b></li> <li>• <b>Heads of Departments;</b></li> <li>• <b>Institutional Forum;</b></li> <li>• <b>Student Representative Council;</b></li> <li>• <b>Student Bodies;</b></li> <li>• <b>Academic Employees (e.g. researchers);</b></li> <li>• <b>Non-Academic Employees (e.g. project managers).</b></li> </ul>
<b>Website address of this document:</b>	<b>Intranet</b>

## **CONTENTS**

1.	PREAMBLE	4
2.	PURPOSE	4
3.	SCOPE	4
4.	PRINCIPLES AND DEFINITIONS	4

## **APPENDIX 1**

DONATION PROCESSING FORM	7
--------------------------	---

## 1. PREAMBLE

The vision of the University of Johannesburg is for it to be an international university of choice, anchored in Africa, dynamically shaping the future. Its four values are *Imagination, Conversation, Regeneration* and *Ethical Foundation*. Integral to the pursuit of its vision and values is a strategic intent (captured in its Strategic Objectives 2025) for it to achieve and maintain global excellence and stature as a pan-African epicentre of critical inquiry. As part of this ambition, the University of Johannesburg needs to establish stewardship and donor recognition programmes designed to nurture existing and new relationships in a respectful, transparent, ethical and consistent manner. This Policy also bears reference to the Fundraising Policy as well as the Naming and Renaming of facilities, property and events Policy.

## 2. PURPOSE

The purpose of this policy is to:

- 2.1 cultivate relationships with existing donors as a way of encouraging them to maintain or increase donation levels;
- 2.2 identify clear accountability which will include regular reporting, thereby illustrating to donors the impact of their contributions in assisting the University in achieving its objectives and goals; and
- 2.3 develop a coordinated, centralised approach to the administration of stewardship and donor recognition.

## 3. SCOPE

This policy applies to all university staff, departments and faculties, schools, centres, units, institutes, affiliates and any other body associated with the University, which solicit or receive donor funding.

### 3.1 Structure accountable for

Implementation, coordination and monitoring of policy, together with review and any recommendation for changes:	Development Office in Advancement
Approval of policy:	MEC and University Council

***IMPORTANT NOTE:** In terms of the Fundraising Policy of the University, individuals or departments that seek funding are required to liaise with the Development Office of the Advancement Division prior to the solicitation in order to allow effective co-ordination of relationships with potential and existing donors.*

## **4. PRINCIPLES AND DEFINITIONS**

### **4.1 Donors**

Donors may include individuals, corporations, foundations, trusts, associations and other entities that provide donations to the University for either specific or non-specific purposes.

### **4.2 Donations**

This may take several forms, including:

- 4.2.1 bequests and other pledges;
- 4.2.2 bonds, shares and other securities;
- 4.2.3 cash;
- 4.2.4 gifts-in-kind;
- 4.2.5 life insurance policies;
- 4.2.6 real estate;
- 4.2.7 artwork and other artefacts;
- 4.2.8 research grants.

### **4.3 Donor relationships**

It is the University's intention to treat donors with care and respect in order to ensure their ongoing support of the institution. In order to achieve this and to avoid donor fatigue or disillusionment, duplication of requests and interference in specific fundraising strategies, the Development Office in Advancement is tasked to co-ordinate all fundraising and stewardship and recognition activities. This requirement will ensure that all donors are targeted to support appropriate institutional objectives.

It is important to note that while the Development Office in Advancement will be tasked to coordinate fundraising requests, specific individuals outside Advancement or other structures within the University may undertake the key relationship management with regard to these requests.

### **4.4 Acknowledgement**

- 4.4.1 The University agrees to respect a donor's wish for anonymity. The release of any donor information will only be done with the consent of the donor.
- 4.4.2 All donations to the University will be acknowledged by appropriate personnel as indicated in the attached Donation Processing Form.
- 4.4.3 Specific requests for additional recognition (i.e. Naming) will be referred to the Naming Committee.
- 4.4.4 These may include examples, such as the naming of physical spaces, endowed funds, scholarship funds and so forth. The University has final approval of requests in this regard.
- 4.4.5 All forms of recognition are negotiable. The University will endeavour to meet donor requests where possible.
- 4.4.6 Appropriate approval will be granted by the Naming Committee.

4.4.7 All contributions to the University will be recognised on receipt of a written undertaking or gift.

4.4.8 When appropriate, and with specific consent from the donor, recognition may be given in University publications or in outside media.

#### 4.5 **Tax deductibility**

Where applicable, tax certificates may be issued as follows:

4.5.1.1 Donations originating from **South Africa** that qualifies for tax deductibility will, in terms of Section 18A of the Income Tax Act, be issued a tax certificate by the Finance Office.

4.5.1.2 Donations originating from **South Africa** may be subject to the Value Added Tax Act, and as such, at the commencement of discussions and before finalisation of negotiations, the DVC: Finance must be consulted, to allow for determination of tax and VAT implications.

4.5.2 Donations originating in foreign countries will be routed through a registered professional organisation with the necessary expertise. Tax certificates are issued by that organisation.

Any queries with regard to tax deductibility should be referred to the Finance Office.

#### 4.6 **Gifts-in-kind**

Gifts-in-kind are welcomed by the University and, if requested by the donor, tax receipts will be issued according to current taxation legislation. Recognition benefits will be based on the receipted amount of the gift. An independent appraisal will be provided for items with a value greater than R100 000.

Amendments approved by the MEC on 18 February 2014

## APPENDIX 1

### DONATION PROCESSING FORM

**IN COMPLETING THIS FORM, IT WILL ASSIST YOU AND THE DEVELOPMENT OFFICE IN THE FOLLOWING WAYS:**

- It will ensure that the relationship between UJ and the donor is appropriately managed.
- It will ensure that the relevant entity issues a thank-you letter to the donor, in accordance with our Stewardship Policy, together with a receipt and tax certificate (if applicable).
- Copies of the above documents will be forwarded to you, for your filing purposes;
- It is vitally important to look after each donor, irrespective of the amount received. This will facilitate future possible donations.
- The details below will assist us to update the database accurately in order for us to remind you when reports or reapplications are due.

**PLEASE DO THE FOLLOWING:**

- Complete the form in full (print clearly) and send it to the Development Office within 3 days of receiving this form.
- Do not hesitate to contact the Development Office if you need any assistance in completing this form.

**THANK YOU FOR YOUR ASSISTANCE.**

#### **DETAILS OF YOUR DEPARTMENT / INSTITUTE / UNIT**

(To whom all future contact and queries can be directed)

ADMINISTRATOR: \_\_\_\_\_

EXTENSION: \_\_\_\_\_

DEPARTMENT/INSTITUTE/UNIT: \_\_\_\_\_

DATE: \_\_\_\_\_

#### **DONOR DETAILS**

(The contact details of the donor and the person to whom all correspondence must be addressed.)

DONOR NAME: \_\_\_\_\_

AMOUNT: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_ JOB

TITLE: \_\_\_\_\_

POSTAL ADDRESS:

\_\_\_\_\_

\_\_\_\_\_

***(NB: For tax certificate and database purposes, it is essential that all the DONOR DETAILS are correct.)***

**DETAILS OF FUNDED PROJECT**

PROJECT LEADER: \_\_\_\_\_ NEW PROJECT?  Yes  No

PURPOSE OF DONATION: \_\_\_\_\_

ALLOCATED ACCOUNT NUMBER:

(Please contact the Finance Division if you are unsure of the specific account number.)

**DONATION DETAILS**

AMOUNT OF: \_\_\_\_\_ OVER \_\_\_\_\_ YEARS = TOTAL AMOUNT:  
\_\_\_\_\_

REPORTS TO DONOR:  ANNUALLY  BIANNUALLY DATE/S REQUIRED:  
\_\_\_\_\_

RE-APPLICATION DATE: \_\_\_\_\_ for further funding.

DONATION REFERENCE NUMBER:   
(Available from the Development Office)

**For office use only**

.....  
Signature of Project Leader or relevant staff member




**STEWARDSHIP AND DONOR RECOGNITION REQUIREMENTS**

**Administrative Information**

Date form received: \_\_\_\_\_

Donation payment date: \_\_\_\_\_

Tax certificate required?  Yes  No

Control no. \_\_\_\_\_ Receipt no. \_\_\_\_\_ Tax

Certificate no. \_\_\_\_\_

Tranche stage  of

--

Has donor donated before?  Yes  No

**Research Information:**

Previously donated projects: 

Undergrad Bursaries
------------------------

Postgrad Bursaries
-----------------------

Other (please specify)
---------------------------

Does the donor have other business connections?  
\_\_\_\_\_

Is the donor an alumnus?  Yes  No

Date details captured on database: \_\_\_\_\_

Signed: \_\_\_\_\_

**Acknowledgement:**

	R5m +	R2 - 4,9m	R1 - 1,9m	R999 999 - R500k	R499 999 - R100k	R99 999 - R50k	R49 999 - R25k	R24 999 - R10k	R9 999 - R5k	R4 999 - R1k	R1 - R999
Thank-you letter from <b>Vice-Chancellor</b> *	<u>X</u>	<u>X</u>	<u>X</u>								
Thank-you letter from <b>Dean</b> *			<u>X</u>	<u>X</u>							
Thank-you letter from <b>Vice-Dean or HoD/HoS</b> *				<u>X</u>	<u>X</u>						
Thank-you letter from <b>ED Advancement</b> *						<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>
Thank-you letter from <b>Development Office</b> (together with receipt and tax certificate, when applicable)	<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>

\* Vice-Chancellor, Deans, Vice-Dean, Heads of Department or Heads of School and other colleagues may exercise own discretion in nature and wording of additional acknowledgements, e.g. thank you letters, based on the nature of relationship with donors. However, an official thank you letter, signed by designate indicated in amount category **must** be sent out.

Date copies of relevant documents sent to department/institute/unit: \_\_\_\_\_

Date letter posted to donor: \_\_\_\_\_

Checked.....

.....  
Signature of Donations Administrator

.....  
Date