



Revenue Generation Policy (Board)

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Version 1			

1 Aim

The Breakaway Board is responsible for ensuring that there are adequate resources to enable the implementation of its services and programs.

The Board encourages the diversification of revenue generation and contributes to the various activities associated with raising such funds.

Breakaway will conform to all relevant legislation and statutory requirements.

The purpose of this document is to set out the roles and responsibilities of the Board and the GENERAL MANAGER to implement this policy.

2 Scope

This policy applies to employees and volunteers of Breakaway including members of the Breakaway Board.

3. Policy

3.1 General revenue generation responsibilities of the Board

- The Board alone is ultimately responsible for ensuring the financial viability of the organisation and its services and programs.
- The Board actively and continuously considers the possibility of diversifying the resource base of the organisation
- Board members understand the rationale for supporting the organisation and are able to explain it to others
- Every Board member contributes to the revenue generation process, using his or her own contacts, skills or interests.

3.2 Sponsorship and Endorsements

- Breakaway will not accept or solicit gifts or endorsements from individuals, groups or organisations whose practices, policies or operations are contrary to the mission, philosophy and values of the organisation.
- The Board is responsible for approving the promotion of corporate products of other organisations to staff and the families being supported by Breakaway.
- Breakaway will not accept advertising or links to corporate sponsor's websites on the Breakaway website.

- The Board encourages Breakaway to actively solicit the business community, service clubs and other organisations to become sponsors of Breakaway with the appropriate sponsorship agreement.
- Any sponsorship arrangements must be set out in the form of a written contract between Breakaway and the sponsoring party.
- Breakaway will provide sponsoring bodies with an acquittal report which details how funds were spent.

3.3 Gift Acceptance

- The Board and the GENERAL MANAGER will ensure that solicitation of funds from the public or from donor institutions will only use material that is truthful and respectful of the families receiving support.
- The Board respects the privacy of individual donors and expends funds consistent with the donor's intent, providing that the intended use of funds conforms with the Breakaway mission, philosophy, values, policies and priorities.
- Breakaway will not accept a gift for which it is unable to honour the donor's intent.
- Breakaway discloses important and relevant information to potential donors.
- Gifts will only be accepted where there is a charitable intent on the part of the donor.
- Noncash gifts will be accepted only when it is expected that they can be converted into cash within a reasonable period of time or when Breakaway can utilise the gift in its operations.
- Expenses associated with the donation of the gift are the responsibility of the donor.
- The Board respects the right of a donor to remain anonymous. In all other circumstances the Board reserves the right to determine how a gift will be credited and/or recognised.
- Breakaway will acknowledge all donors on the Breakaway website (except where the donor has requested anonymity)

3.4 Fundraising events

The Board encourages the development of fundraising events that will further the mission of the organisation.

This policy must be read in conjunction with the policies and procedures which supports this policy:

Fundraising Policy
 Public Relations and Media Policy
 Social Networking Usage Policy
 Technology Usage Policy

4. References

Corporate Governance Principles and Recommendations ASX Corporate Governance Council
 'It's Your Business' NSW Department of Ageing, Disability and Home Care
 Associations Incorporation Act 2009 (NSW)
 Privacy Act 1988 (Cth)
 Privacy and Personal Information Protection Act 1998 (NSW)
 Charitable Fundraising Act 1991 (NSW)
 NSW Disability Service Standard 6

5. Persons Responsible

All employees and volunteers are responsible for:

- Compliance with all Breakaway policies and procedures.

GENERAL MANAGER is responsible for:

- Ensuring the implementation of efficient and effective procedures and systems to ensure the implementation of this policy

- GENERAL MANAGER is responsible for communicating matters to the Board as required by this policy

Board are responsible for:

- Approval of this policy
- Implementation of this policy

6. Definitions

Breakaway – all Breakaway Incorporated services and programs

Board – the governing body of Breakaway, comprised of elected or appointed members who jointly oversee the activities and legal responsibilities of the organisation

Manager – refers to GENERAL MANAGER

Staff – refers to employees and volunteers of the organisation

Family – refers to the parents/caregivers of the children or young people that receive support from Breakaway

Due diligence – the degree of care and caution required by the circumstances of a person

Fiduciary duty – the highest standard of care imposed at either equity or law. The duty of caring for another's money.

Governance – is the legal authority of a Board to establish and be accountable for policies that will affect the life and work of the organisation.

Risk – the likelihood and consequence of something happening that will have an impact on objectives

Risk management – the process of identifying, assessing and judging risks, assigning ownership, taking actions to mitigate or anticipate them, and monitoring and reviewing progress

Duty of care – the obligation to take reasonable care to avoid causing harm to another person

Conflict of interest – situations where a conflict arises between public duty and private interest which could influence the performance of official duties and responsibilities

Pecuniary interests – financial interests or other material benefits or costs

Non-pecuniary interests – political, religious, recreational, family or other interests

Vicarious liability – situation in which an employer can be found liable for wrongs committed by employees in the course of the employer's work

Ethics - The basic concepts and fundamental principles of right human conduct. It includes study of universal values such as the essential equality of all men and women, human or natural rights, obedience to the law of land, concern for health and safety and, increasingly, also for the natural environment.

Document review history

<i>Date</i>	<i>Section</i>	<i>Change</i>