

# **Attachment A**

## **Support for Charities Policy**

# Support for Charities Policy

## Purpose

To provide guidance for City of Sydney employees and Councillors when responding to:

- requests for endorsement of charitable campaigns and projects
- requests for financial and / or in-kind support to charities
- unforeseen domestic and international humanitarian crises
- invitations to the City to support or purchase tickets (including tables / seats) at fundraising events
- appointment of designated charity partners for the City’s major events and festivals.

## Scope

This Policy applies to full-time, part-time, casual, temporary and fixed term City employees (including agency staff, students on placement and volunteers) and Councillors.

## Definitions

Term	Meaning
Charity	<p>The Charities Act 2013 (Cth) defines a charity as an entity:</p> <ul style="list-style-type: none"> <li>a) that is a not-for-profit entity; and</li> <li>b) all of the purposes of which are:               <ul style="list-style-type: none"> <li>i. charitable purposes that are for the public benefit; or</li> <li>ii. purposes that are incidental or ancillary to, and in furtherance or in aid of, purposes of the entity covered by subparagraph (i); and</li> </ul> </li> <li>c) none of the purposes of which are disqualifying purposes; and</li> <li>d) that is not an individual, a political party, or a government entity.</li> </ul>
Charitable purpose	<p>The Charities Act 2013 (Cth) defines a charitable purpose to include any of the following:</p> <ul style="list-style-type: none"> <li>a) the purpose of advancing health;</li> <li>b) the purpose of advancing education;</li> <li>c) the purpose of advancing social or public welfare;</li> <li>d) the purpose of advancing religion;</li> <li>e) the purpose of advancing culture;</li> <li>f) the purpose of promoting reconciliation, mutual respect and tolerance between groups of individuals that are in Australia;</li> <li>g) the purpose of promoting or protecting human rights;</li> <li>h) the purpose of advancing the security or safety of Australia or the Australian public;</li> <li>i) the purpose of preventing or relieving the suffering of animals;</li> <li>j) the purpose of advancing the natural environment;</li> <li>k) any other purpose beneficial to the general public that may reasonably be regarded as analogous to, or within the spirit</li> </ul>

	<p>of, any of the purposes mentioned in paragraphs (a) to (j);</p> <p>l) the purpose of promoting or opposing a change to any matter established by law, policy or practice in the Commonwealth, a State, a Territory or another country if:</p> <ul style="list-style-type: none"> <li>• In the case of promoting a change, the change is in furtherance or in aid of one or more of the purposes mentioned in paragraphs (a) to (k); or</li> <li>• In the case of opposing a change, the change is in opposition to, or in hindrance of, one or more of the purposes mentioned in those paragraphs.</li> </ul>
<p>Endorsement</p>	<p>Endorsement is supporting a charity in a way that is distinct from a request for cash or in-kind support. A charity may request endorsement from the City in the form of, for example:</p> <ol style="list-style-type: none"> <li>a. appointment as a charity partner at a City produced event or function;</li> <li>b. staff providing services or participating in a fundraising activity (e.g. participating in a charity walk or run to raise money, or holding a fundraising morning tea)</li> <li>c. the purchase of ribbons (or other small tokens) to be worn by frontline staff</li> <li>d. the City providing space or a location for sales or collection of material in a City owned building (eg the public leaving donations of dog food for the RSPCA at Neighbourhood Services Centres)</li> <li>e. the involvement of staff in volunteer work</li> <li>f. marketing and public relations support</li> <li>g. the purchase of a table at a fundraising event</li> <li>h. requests for tickets to City of Sydney produced events</li> <li>i. requests to share free tickets with community members (e.g. through Community Centres).</li> </ol>

## Policy Statement

The City of Sydney recognises the valuable work that charities and charitable organisations do in providing services, support and fundraising for a range of community, environmental, cultural and economic initiatives and needs.

The City receives many requests for support from charities. These include requests for financial or in-kind support, and endorsement through appointment as a charity partner for a City event or festival, or City participation in a charitable event. This Policy has been developed to ensure that these requests are considered in a transparent and equitable manner.

This Policy also provides a framework for Council to identify how charity partners may be appointed and the types of charities that may be supported and endorsed.

This Policy covers four areas:

1. appointing charity partners for Major Events and Festivals and related fundraising
2. appointment of an additional charity partner to a City produced function, event or festival in the event of a humanitarian crisis
3. donations in the event of a humanitarian crisis
4. other support for a charitable program or activity.

In accordance with the Local Government Act (1993), any decision to support a charity by providing financial assistance must be approved by Council resolution if not part of an endorsed program under the Grants and Sponsorships Policy.

Any other charity support and endorsement must be in accordance with this Policy.

## Criteria for support of charities

To ensure that the City treats requests for charitable support consistently, the following criteria must be considered in all cases. Priority will be given to supporting charities which:

- contribute toward a coordinated approach to service delivery and the development of responses to emerging social, cultural environmental or economic issues
- strengthen formal and informal support networks, reduce isolation and increase community participation and opportunities
- increase access to the achievement of basic rights for people with the greatest need
- promote a balanced debate aimed at achieving social harmony
- raise funds for a cause or organisation which is in keeping with the City's priorities and ethics
- raise funds for a cause or organisation experiencing exceptional circumstances involving genuine hardship including domestic or international humanitarian crises
- are reputable and not-for-profit
- provide a benefit or service to the people of the City of Sydney or support an issue which falls within the City's role as a capital city council or facilitate City of Sydney residents and visitors to support efforts to respond to a domestic or international humanitarian crises
- are not for political purposes
- are not for overt activities that could be perceived as divisive within the community.

Any support is subject to the applicant meeting the definitions of charity and charitable purpose under the Charities Act 2003 (Cth).

In the event that an official charity partner or charity being supported by the City no longer meets the criteria outlined in the policy, the support of this charity may be revoked by Council.

**Applicable Processes**

The below table outlines the applicable processes required for each of the four areas covered by the Support for Charities Policy.

Area	Process
1. Appointing a charity partner for a major event or festival and related fundraising	<ul style="list-style-type: none"> <li>• Charity appointed by Council.</li> <li>• Charity partners are permitted to conduct fundraising at the event or festival, with activities subject to approval of event staff.</li> <li>• In some cases, City staff may collect donations on behalf of the nominated charity partner/s at a City produced function, event or festival.</li> </ul>
2. Appointment of an additional charity partner to a City produced function, event or festival in the event of a humanitarian crisis	<ul style="list-style-type: none"> <li>• In the event of a humanitarian crisis, an additional charity partner may be appointed to a City produced function, event or festival. This gives the additional partner the right to fundraise at that function, event or festival.</li> <li>• Additional partners are approved through the Chief Executive Officer in consultation with the Lord Mayor. Councillors will be notified.</li> <li>• In some cases, City staff may collect donations on behalf of the additional charity partner at a City produced function, event or festival.</li> </ul>
3. Donation of City funds to a charity in the event of a humanitarian crisis	<ul style="list-style-type: none"> <li>• Any donations from the City, including matching of staff donations to the charity must be approved by a Resolution of Council.</li> </ul>
4. Support for a charitable program or activity	<ul style="list-style-type: none"> <li>• Participation in a charitable program or activity must be approved by the Chief Executive Officer.</li> <li>• Approval for the purchase of a table at a fundraising event is given by the Chief Executive Officer in accordance with the Councillors’ Expenses and Facilities Policy.</li> </ul>

## 1. Appointing charity partners for Major Events and Festivals and related fundraising

Charity partners can leverage their brand through the City's events while carrying out fundraising and promotion. Charity partners may be promoted through event media and marketing campaigns and public speaking opportunities.

The appointment of a charity partner for the City's Major Events and Festivals including Sydney Christmas, Sydney New Year's Eve and Sydney Lunar Festival, is made through an Expression of Interest process every one to two years. Charity partners are generally appointed for one year with the option to extend for one year.

Each event is dedicated its own charity partner. The City encourages applications from a range of charities and may directly approach potential candidates as part of the process. An evaluation panel with a minimum of three staff representatives from City Life reviews all applications. A recommendation is then made to Council for endorsement. Once a charity partner is selected, contracts are prepared and issued.

In the event that an official charity partner or charity being supported by the City no longer meets the criteria outlined in the policy, the support of this charity may be revoked by Council.

The City may also elect not to appoint a charity partner for an event.

Fundraising for a charity partner at City events and festivals may include:

- a. staff / volunteers of an official charity partner collecting donations at City of Sydney produced events or festivals on behalf of that charity;
- b. an option for event participants to donate directly to an official or additional charity partner at a City of Sydney produced event or festival through electronic fund transfer directly into the charity's nominated bank account
- c. an option for event participants to donate directly to an official or additional charity partner through the ticketing process for a City of Sydney produced event or festival, with funds paid directly into the charity's nominated bank account
- d. selling merchandise or tickets for participation in activities at a City of Sydney produced event or festival for the purpose of fundraising, with all funds handled directly by the charity.

## 2. Appointment of an additional charity partner to a City produced function, event or festival in the event of a humanitarian crisis

A humanitarian crisis occurs when a community's ability to cope is overwhelmed by the damage to its population, its economy or its environment due to an event or series of events. In the event of a humanitarian crisis, the Chief Executive Officer may appoint an additional charity partner to a City produced function, event or festival to conduct fundraising activities at short notice, in consultation with the Lord Mayor. Appointed charities will be able to undertake the fundraising activities at the nominated event or festival as set out above. Any appointment must meet the criteria in this Policy.

### 3. Donation of City funds to a charity in the event of a humanitarian crisis

In accordance with the objectives set out in the City's Community Strategic Plan – Delivering Sustainable Sydney 2030-2050, and the City's Delivery Program (2022-2026), Council may determine to make a cash donation to charities which provide disaster recovery and redevelopment following a humanitarian crisis. Any decision to contribute money or provide financial assistance must be aligned with Council's Community Strategic Plan for the relevant period. Council may direct donations to specific programs or allow funds to be used at the discretion of the charity. Any cash donation may only be made by resolution of Council.

The Lord Mayor and Chief Executive Officer may recommend for all staff to be given the option to individually donate to a specific appeal through payroll. Council may also consider whether it will match donations by staff to the appeal.

For international disasters, any donation will be provided in accordance with international protocols and paid through an appeal operated by an Australian charity. Any Australian charity selected for support by Council must be a signatory to the Australian Council for International Development Code of Conduct, which can be found at [www.acfid.asn.au](http://www.acfid.asn.au). Council may support requests from a range of organisations.

Any Australian charity that is selected by Council to provide support internationally, must provide evidence of how the City's donations will be used to assist local communities through disaster recovery.

Where possible, the City requires any beneficiaries of its donations to allocate and / or distribute the funds to Indigenous-led community organisations in the affected country that have a proven track record of deep cultural understanding, crisis support, community service and assistance.

No donations will be made to other nations unless the affected country has made a request for assistance.

### 4. Support for a charitable program or activity

The City may support other charities not approved as charity partners as follows:

#### 1. Other Endorsement of charities

The City receives many requests for endorsement by charities. Approval for endorsement must be given by the Chief Executive Officer.

Any endorsement is subject to the applicant meeting the definitions of charity and charitable purpose under the Charities Act 2003 (Cth).

The WHS manager must be consulted where participation may have implications for health and safety (such as participation in novel physical activities).

Approval for the use of the City of Sydney's logo is granted according to the City of Sydney's Brand Policy. Promotional support is available via listings on the City of Sydney's What's On website and may be considered for inclusion in City centres. Any other promotional or marketing support requires approval of the Chief Marketing Communications Officer.

Approval for the purchase of a table at a fundraising event will be given by the Chief Executive Officer in consultation with the Lord Mayor and the Councillors’ Expenses and Facilities Policy.

2. Cash and in-kind support

a. Grants and Sponsorships

The City of Sydney’s Grants and Sponsorships Policy provides the framework for the provision of cash or in-kind support other than as dealt with in this Policy.

**Responsibilities**

Detailed responsibilities are outlined in each of the four areas above:

1. appointing charity partners for Major Events and Festivals and related fundraising
2. appointment of an additional charity partner to a City produced function, event or festival in the event of a humanitarian crisis
3. donation of City funds to a charity in the event of a humanitarian crisis
4. support for a charitable program or activity.

**Consultation**

This Policy has been developed in consultation with Major Events and Festivals, Corporate Partnerships, Social Programs and Services, Grants, Workforce Services, Venue Management, Protocol, City Business and Safety, Sustainability Programs and Legal and Governance.

**References**

<b>Laws and Standards</b>
<ul style="list-style-type: none"> <li>• Charities Act 2013 (Cth)</li> <li>• Local Government Act 1993 (NSW)</li> </ul>
<b>Policies and Procedures</b>
<ul style="list-style-type: none"> <li>• City of Sydney Community Strategic Plan – Delivering Sustainable Sydney 2030-2050</li> <li>• City of Sydney Delivery Program 2022-2026</li> <li>• Councillors’ Expenses and Facilities Policy</li> <li>• Grants and Sponsorship Policy</li> <li>• A City for All, Towards a socially just and resilient Sydney 2028</li> <li>• Creative City, Cultural Policy and Action Plan 2014 – 2024</li> <li>• Environmental Action 2021-2025 - Strategy and Action Plan</li> <li>• Economic Development Strategy 2013</li> </ul>

**Review period**

This policy will be reviewed every four years.

**Approval Status**

The Council approved this policy on [DD MONTH YYYY].



### Approval History

Stage	Date	Comment	TRIM Reference
Original Policy	(Date, month, year)	Approved by Council	20XX/XXXXXX
Reviewed	(Date, month, year of when it was approved by CEO or Council)	Briefly summarise key changes	20XX/XXXXXX (Governance to populate)
Commence Review Date	(Date, month, year – should be 9 months prior to the end of the next review period)		
Approval Due Date	(Date, month, year of when the next review of the policy is due to be finalised/ approved)		

### Ownership and approval

Responsibility	Role
Author	Producer, Major Events and Festivals
Owner	Director, City Life
Endorser	City of Sydney Executive
Approver	City of Sydney Council