



VNU-Vietnam Japan University

Fundraising Guideline

1. Purpose

This Fundraising Guideline is for purpose of guiding fundraiser, whether paid staff or volunteers who raises funds for Vietnam Japan University, Vietnam National University - Hanoi (VJU) (hereafter called Fundraiser for VJU). This Fundraising Guideline is also available to donors, if they request it.

This Fundraising Guideline outlines principles of fundraising activity, donors' rights, fundraising practices, financial accountability, acceptance and refusal of donations and repayment of donations.

2. Principles

The three principles of fundraising for VJU:

- a. VJU will accept donations on the clear understanding that the donor will have no influence over the academic freedom and independence of VJU. Donations will have no bearing or influence on the academic record of any past, current or future student and staff of VJU at any level.
- b. VJU will only accept donations if there is no conflict with VJU's internal regulations or any significant risk of reputational damage.

3. Donors' rights

- a. All fundraising solicitations by or on behalf of VJU will disclose VJU's name and the purpose for which funds are requested.
- b. Donors are normally entitled to confidentiality on the level of their donation or anonymity that they have made a donation, if they request it.
- c. The donor's rights to confidentiality during negotiations relating to a donation will be respected. Donors should only be acknowledged publically once contracts or an exchange of letters have been signed and agreed.

- d. The privacy of donors will be respected. VJU will comply with any agreement with donor about privacy. Any donor records that are maintained by VJU will be kept confidential to the greatest extent possible and secure.
- e. Donors and potential donors will be treated with respect. Every effort will be made to honour their requests regarding the frequency and method of solicitations.
- f. VJU will respond within 5 working days to any enquiry by a donor or potential donor about any matter addressed in this Fundraising Guideline.

4. Fundraising practices

- a. Fundraising solicitations on behalf of VJU will be truthful and accurately describe the VJU's activities and the intended use of the donated funds.
- b. Fundraiser for VJU shall:
 - i. Adhere to the provisions of this Fundraising Guideline
 - ii. Act with fairness, integrity, and in accordance with all applicable laws
 - iii. Disclose immediately to VJU any actual or apparent conflict of interest
 - iv. Not accept donations for projects which have not been approved by the VJU's Rector.
- c. Information on donation will only be passed to third parties when necessary for the purposes of administration or when required by the applicable.

5. Financial accountability

- a. All donations will be used to support the mission of VJU.
- b. Funds received through fundraising must be used in strict accordance with the fundraising agreement with the donor.
- c. Annual financial accounts will be factual and accurate in all material respects, and prepared in accordance with VJU's accounting principles and standards.

6. Acceptance and refusal of donations

- a. Irrespective of any Fundraiser for VJU, the ultimate responsibility for ensuring donations are accepted or declined in accordance with this Fundraising Guideline.
- b. All receipted donations or pledges solicited will be reported to VJU's Rector. All donations regardless of source will be referred to the VJU's Rector for acceptance.
- c. Should agreement not be reached in the acceptance or refusal of a donation, any concerns raised will be referred to the VJU's Rector.
- d. VJU will only decline a donation if it is felt by the VJU's Rector that the donation:

- i. Would impair VJU in fulfilling its mission
 - ii. Is at odds with the internal regulations of VJU
 - iii. Would lead to a demonstrable net decline in the assets of VJU (potentially through reputational damage leading to a tangible loss through association with the donation or the donor)
 - iv. Consists of goods, property or services which VJU cannot lawfully use, convert, sell or exchange in direct support of its charitable aims
 - v. Is dependent on the fulfilment of unacceptable conditions applied by the donor.
- e. Where these circumstances do not apply, and where no inappropriate benefit is given to a donor in return for their donation, VJU's interests are best served by raising as much money as possible and it will accept a donation from a variety of sources subject to appropriate due diligence.

7. Repayment of donations

- a. Where a change in circumstances prompts a donor to request the repayment of part or all of a donation, or VJU considers that repayment might be appropriate, the final decision to repay the donation shall rest with the VJU's Rector.
- b. Once VJU has accepted the donation it can only be returned if:
 - i. The terms and conditions of the donation provided for it to be returned under particular circumstances
 - ii. The law specifically provides for the donation to be returned or
 - iii. It is otherwise in the best interests of VJU as a charity to return the donation.

8. Benefits to donors

It is vital to ensure that benefits offered to any donor are appropriate, commensurate with the value of the donation and have parity between agreement or contract.

- a. Benefits which cannot be offered
 - i. Honorary doctorates, visiting professorships or academic qualification.
 - ii. Preferential treatment for themselves or somebody they know with regards to future, current or past academic study at the VJU
 - iii. Input into the content or delivery of existing courses at VJU
 - iv. Use of VJU's intellectual property (including logo) to promote their business or activities without express permission of VJU

- v. Access to the alumni or student databases
 - vi. Others.
- b. Benefits which can be offered
- i. Invitation to relevant events/awards ceremony/meetings organized by VJU
 - ii. Listing (no branding) on the fundraising section of the VJU's website
 - iii. Naming rights for project/academic appointment in strict consultation with the person in charge of the project/academic appointment
 - iv. Inclusion on an agreed donor plaque
 - v. Attendance at graduation/relevant ceremony
 - vi. Branding including name on certificate/trophy or plate/name in event brochure
 - vii. Corporate public relation including on site, provision of quotes to be used by the donors in their public relation
 - viii. Permission for the donors to note they supply VJU in their promotional literature
 - ix. Advert in event brochure
 - x. Product placements and demonstration opportunities at events
 - xi. Opportunity to present awards
 - xii. Others.

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