

Assam Don Bosco University

Resource Mobilization Policy 2016

Part I

1. Preamble

This document outlines Assam Don Bosco University's (ADBU) policy on fundraising and accepting donations. It provides a set of principles to guide ADBU's decisions in this regard.

Christian charity demands focus on the poorest of the poor. Moving beyond the dimension of charity, one also needs to bring into focus social justice and human dignity. It is essential to ensure the restoration of human dignity of each person by concentrating on their rights for education. These rights are universal, inviolable and inalienable. This is a call to every human being irrespective of caste, creed and religion to contribute in their own way to safeguard the human dignity of every individual and particularly of those who are socially excluded.

2. The Context and Purpose

ADBU, having received the mandate to promote education and inspired by the model of Don Bosco, envisages a healthy society where people, especially the poor attain and maintain holistic well-being and live a dignified life in harmony with their own selves and one another and with the environment.

3. The Policy

Inspired by the Charism of the Salesians of Don Bosco, ADBU is committed to serving the students of North East Region of India, and calls upon all citizens of this state, region and country to share in this commitment through contributing their resources in the form of funds, materials, expertise and knowledge towards restoring the dignity of every human being.

This policy for local resource mobilization shall cover fund mobilization, material mobilization and volunteer mobilization in accordance with the *Motu Proprio* of Pope Benedict XV1, *Intima Ecclesia Natura*, as follows:

- i. "To ensure that the charitable initiatives linked to the Catholic Church act within the framework of civil and canonical law, always following the criteria of transparency, good financial management and respect for the legitimate intentions of the donors.
- ii. "To ensure that they do not accept financial contributions that may require actions that is not compatible with the doctrine of the Church."

Part II

4. Guiding Principles

The policy applies to all donations to ADBU of any type, including money, gifts in kind, matched funding, time or publicity and from any source whether directly solicited or not.

ADBU accepts donations from any donor whose objectives or activities are compatible with ADBU's vision, mission and values.

The spirit of love will be enshrined in accepting donations and sharing.

It is emphatically reiterated that ADBU is only the trustee. The resources mobilized will be used exclusively for the vision and mission of ADBU.

There shall be no discrimination on the basis of age, sex, creed, class, caste, tribe, religion or other socio-economic, political and cultural boundaries in the delivery of services and utilization of resources raised by ADBU.

ADBU will endeavour to undertake best efforts to document the identity of significant donors and to respect donor confidentiality.

A Resource Mobilization Review Committee consisting of three members will be established by the management of ADBU to implement this policy.

5. *Institutional strategies for mobilisation of funds and the optimal utilisation of resources*

Objectives:

- Ensures growth and development in a planned and phased manner
- Takes into account sustainability as a major concern at every level
- Tailors every plan to suit the vision and objectives of the university
- Factors in sourcing and availability of funds and listing of priorities
- Make a judicious use of consultants, consultancy and expertise in the planning
- Provide for periodic strategic planning for mobilization, allocation and utilization of resources

6. Strategies:

- The university should be financially viable from inception
- Develop infrastructure through fundraising (foundations, individuals, organizations)
- Manage maintenance and operational costs through fees

- *Parallel models of planning for sustainability for the university*
- Develop an ‘investment plan’ with detailed projections keeping in mind the
- Growth trajectory as well as risk assessment
- Develop an ‘alternative model’ that relies on infrastructure development through donors and foundations
- Depend mainly on fundraising for capital expenses and infrastructure
- Depend on fees for running expenses, maintenance and normal development and expansion
- Provisions made for cross subsidy of non-viable but socially relevant courses
- Develop an investment plan for the funds at the disposal of the university
- Maximise returns from use of the infrastructure of the university at Azara, Tapesia and Kharguli
- Utilise waste land at Tapesia for plantations (rubber, coconut, cashew, coffee, spices)
- Utilise vacant land at Tapesia for setting up a sizeable solar plant (3/5 megawatts)
- Maximise opportunities for returns from outsourcing utilities and services
- Overlap sustainable clusters (engineering, management, Social Work etc) with financially unviable clusters
- Maximise returns from the land at the disposal of the University

7. Fund Mobilisation

The concept of giving is enshrined in all the religious beliefs that Indians practise. Taking care of the have-nots is also taught as a strong religious principle. For a more equitable society in India, the vision of giving has to be made far wider to cover the education aspect more emphatically.

Target Groups for Mobilization of Resources

ADBU will seek funding primarily from:

- a. Central and state governments
- b. Corporate sector
- c. Medium and small enterprises
- d. Catholic Church institutions
- e. Multilateral agencies
- f. Trusts and foundations
- g. Embassies
- h. Civil society organizations, groups and associations
- i. Don Bosco Society – Azara
- j. Don Bosco Affiliates in 132 countries
- k. Foundations / Corporate Houses / Individual
- l. Alumni around the world

Governmental / UGC level

Find out all funding possibilities within the Government /UGC of India and state government.

Corporate level

- a. Identify possible donors.
- b. Coordinate the corporate social responsibility (CSR) fundraising.
- c. Develop appropriate strategies for brand building of Education/ development work.

Medium and small enterprises

- a. Develop goodwill.
- b. Encourage cross learning so that fund mobilization can be optimized and there is no overdrawing of resources.

Catholic Church Institutions

- a. Build rapport.
- b. Collate information on institutions which can possibly mobilize and share resources.
- c. Promote annual fund/resource mobilization campaigns in these institutions.

Individuals

- a. Build a dedicated list of givers who support the work of Don Bosco across geographies.
- b. Provide avenues to persons to share from what they have.
- c. Provide avenues to persons in all sectors of society to share in the work of Don Bosco.

8. Management of Finance and Investments

- Finance Committee monitors internally generated funds
- Don Bosco Society monitors fundraising and infrastructure development
- Investment Firm handles deposits and securities under advisement
- Finance Officer and Development Officer handle day to day transactions
- Accounts Officer handles accounts and documentation
- Statutory audit firm handles all accounts and projects

9. The process of planning for sustainability

- Strategic Planning Committee & Strategy Retreats
- Governing Bodies of Sponsors (Don Bosco Society) and of the University

for matters relating to policy

- Board of Management of the University for operational matters
- Board of Management and Academic Council of the university – for academic matters
- Consultants and Collaborators

10. Recognition

ADBU humbly acknowledges the role that philanthropy plays in thrusting forward its mission of promoting Education. As part of this acknowledgement, every single donor receives a personal letter of thanks acknowledging their gift within twenty-one days. The desire of those donors who wish to remain anonymous is always respected.

ADBU, in the interest of building rapport, may also issue to the donors some of the following in recognition of their invaluable contribution. This, however, is not an exhaustive list.

- a. Invitations to events
- b. Newsletters
- c. Appeal updates
- d. Reports on the effectiveness of donor's gift, and programme success
- e. Letters of thanks from programme managers
- f. Letters of thanks from programme/appeal recipients
- g. Annual Report
- h. Telephone calls/emails
- i. Greeting cards/sympathy notes on occasions of personal importance.