

Fundraising and Marketing Committee Charter



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PURPOSE

The Board has established the Fundraising and Marketing Committee (Committee) to provide guidance to Board Members in their consideration of fundraising, marketing and communications initiatives to be introduced or to be investigated by Cancer Council NSW (Cancer Council) and, where appropriate, to assist Cancer Council in working towards shared fundraising, marketing and communications initiatives with Cancer Council Australia.

ROLE AND FUNCTIONS

The Committee has the following duties in relation to fundraising, marketing and communications:

- to consider and review proposals for refreshing Cancer Council's fundraising channels
- to provide relevant advice and recommendations to the Board about increasing donations from corporations and charitable foundations
- to provide relevant advice and recommendations to the Board about increasing and improving Cancer Council's use of digital and social media
- to keep abreast of developments in fundraising, marketing and communications and to investigate, evaluate and make recommendations to the Board about any proposed changes
- to provide relevant advice and recommendations to the Board about fundraising, marketing and communications and to consider and review policies and procedures in relation to fundraising, marketing and communications and receive reports on their operation in Cancer Council, and to recommend policies and procedures to the Board for adoption
- to receive reports from management on key fundraising, marketing and communications risks and to assess the internal processes for determining and managing key fundraising, marketing and communications risk areas and make recommendations to the Board.

COMMITTEE MEMBERSHIP

The Committee shall consist of no fewer than three members, including:

- at least three Board Directors, or
- at least two Board Directors and one or more external persons with relevant marketing and communications expertise.

In accordance with clause 12.12 of Cancer Council's Constitution, all members shall be appointed by the Board, and the Board has power to terminate the appointment of a member at any time.

Tenure

Members are appointed for a term of three years and may serve three consecutive terms. The Board may approve an extension to a Member's tenure beyond these three terms, if appropriate.

Chair

The Chair of the Committee shall be appointed by the Board from among the Board Director members of the Committee.

Lapse of membership

Membership of the Committee will lapse if a member fails to attend three consecutive meetings of the Committee, unless exceptional circumstances exist. The member will be notified by the Chair in writing that his or her membership has lapsed.

Remuneration

Members are not offered remuneration. Members may seek reimbursement for expenses legitimately incurred in travelling to attend Committee meetings, with prior approval of the Chair of the Committee.

MEETINGS

The Committee shall meet as frequently as required but not less than four times a year. Any Committee member or the Chief Executive Officer (CEO) may call a meeting of the Committee.

The Chair of the Committee may convene additional meetings of the Committee if, in their opinion, such additional meetings are necessary.

Agenda

The CEO will prepare the agenda in consultation with the Chair of the Committee. The CEO will send a notice of each meeting confirming the date, time, venue and agenda to each member of the Committee in the week prior to the date of the meeting. The notice for members will include relevant supporting papers for the agenda items to be discussed.

Quorum

A quorum of the Committee will comprise the Chair of the Committee and at least one other appointed member.

Voting

Each member shall have one vote.

The Chair of the Committee shall not have a second or casting vote.

Attendance by telephone

Members are permitted to participate in meetings of the Committee via telephone or other appropriate technology.

Attendance by non-committee members

The CEO and other members of the Fundraising and Communications Team, nominated by the CEO, will attend Committee meetings.

The Committee may invite such other persons to its meetings, as it deems necessary. Members of management who are in attendance at meetings of the Committee may be asked by the Chair of the Committee to absent themselves from all or any part of any meeting.

REPORTING

The Committee reports to the Board of Cancer Council.

The Chair of the Committee, or delegate, shall report to the Board following each meeting.

The CEO will ensure minutes of proceedings and recommendations of Committee meetings are kept. Minutes should be distributed to all Committee members and the Board, after preliminary approval has been given by the Chair of the Committee. Minutes, agenda and supporting papers will be made available to any Board Director upon request to the CEO, providing no conflict of interest exists.

AUTHORITY

Access to management

The Board authorises the Committee to:

- (a) seek any information it requires from any employee or volunteer (and all employees and volunteers are directed to cooperate with any request made by the Committee)
- (b) require the attendance of employees and contractors at meetings as appropriate
- (c) meet with one or more employees and contractors without the presence of management.

External advice

The Committee is authorised by the Board to obtain outside legal or other independent professional advice and to secure the attendance (in a non-voting capacity) of external persons with relevant experience and expertise if it considers this necessary. The Committee may meet with these external advisers without management being present.

Any costs incurred as a result of the Committee consulting an independent expert or professional will be borne by Cancer Council; however, no Member is authorised to commit Cancer Council to the expenditure of monies on professional advice until first obtaining the approval of the Chair of the Committee to do so. In the event the Chair is unwilling or unable to provide approval, or that the cost of the professional advice will exceed \$10,000, then the approval of the Board must be sought and obtained.