

# Fundraising Policy



BRIGHTON  
COLLEGE

**This policy applies to (delete as appropriate):**

- I. Both BC senior school and BCNPPS

Policy owner:	Scott Sheridan
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	<b>Name (role):</b>	<b>Signature:</b>	<b>Date:</b>
Policy owner:	Scott Sheridan Director of Development and Engagement	S. Sheridan	5 <sup>th</sup> January 2021
SMT owner (if different):			
Legal Counsel:			
Ratified (Governor):	N/A	N/A	N/A

## **Fundraising Policy**

When engaging in fundraising activity, Brighton College will make every effort to adhere to industry standards, as outlined by the Institute of Fundraising (IoF) Code of Practice. The full IoF code of practice can be found online, but pertinent information is summarised below.

### **1. Donor's Rights**

a. All fundraising solicitations by or on behalf of Brighton College will disclose the school's name, charity number and purpose for which the funds are requested.

b. Donors and prospective donors are entitled to the following, promptly upon request:

- the most recent annual report and financial statements;
- confirmation of the charitable status of Brighton College;
- a copy of Brighton's fundraising policy.

c. Donors and prospective donors are entitled to know, upon request, whether an individual soliciting funds on behalf of Brighton is a volunteer, an employee or a hired solicitor.

d. Donors will be encouraged to seek independent advice if there is a belief that a proposed gift might significantly affect the donor's financial position, taxable income, or relationship with other family members.

e. Donors' requests to remain anonymous will always be respected.

f. The privacy of donors will be respected. Any donor records that are maintained by Brighton will be kept secure and confidential. Records will only be accessed by members of the Development and Engagement Office, Bursary and other internal departments as appropriate. Donors have the right to see their own donor record, and to challenge its accuracy.

g. Donors and prospective donors will be treated with respect. Every effort will be made to honour their requests to:

- limit the frequency of solicitations;
- not to be solicited by telephone or other methods of communication;
- receive printed material concerning the school.

h. The College will respond within 30 days to a complaint by a donor or prospective donor about any matter that is addressed in this ethics policy. The Director of Development and Engagement will attempt to satisfy the concerns in the complainant in the first instance. A complainant who remains dissatisfied will be informed that he/she may appeal in writing to the Bursar, who will respond to this appeal within a further 30 days. If the issue remains unresolved the complainant may pursue the matter with the Fundraising Standards Board.

## **2. Fundraising Practices**

a. Fundraising solicitations on behalf of Brighton College will:

- be truthful
- accurately describe Brighton's activities and the intended use of donated funds
- respect the dignity and privacy of those who benefit from Brighton College's activities

b. Brighton will obtain the written permission of all persons cited in case studies and other promotional material (including photographs) prior to publication.

c. Volunteers, employees and other parties who solicit or receive funds on behalf of Brighton shall:

- adhere to the provisions of this code
- act with fairness, integrity, and in accordance with all applicable laws
- adhere to the provisions of applicable professional codes of ethics, standards of practice, including those published by the Institute of Fundraising.
- cease solicitation of a prospective donor who identifies solicitation as harassment or undue pressure;
- disclose immediately to the Bursar or Head Master any actual or apparent conflict of interest; and
- not accept donations for purposes that are inconsistent with Brighton's objects or mission.
- take all reasonable steps to treat donors fairly, enabling them to make an informed decision about any donation. This includes taking into account the needs of any potential donor who may be in a vulnerable circumstance or require additional care and support to make an informed decision.
- not exploit the credulity, lack of knowledge, apparent need for care and support or vulnerable circumstance of any donor at any point in time.

d. Brighton College will not sell its supporter lists.

e. The Development Committee will be informed at least annually of the number, type and disposition of complaints received from donors or prospective donors about matters that are addressed in this code.

## **3. Financial Accountability**

a. Brighton College's financial affairs will be conducted in a responsible manner, consistent with the ethical obligations of stewardship and the legal requirements of the Charity Commission.

b. All donations will be used to support the mission of Brighton College.

c. All restricted or designated donations will be used for the purposes for which they are given. If necessary due to programme or organisational changes, alternative uses will be discussed where possible with the donor or the donor's legal designate. If the donor is deceased or legally incompetent, and Brighton is unable to contact a legal designate, the donation will be used in a manner that is as consistent as possible with the donor's original intent.

d. Annual financial reports will:

- be factual and accurate in all material respects
- be prepared in accordance with generally accepted accounting principles and standards.

e. The cost-effectiveness of Brighton's fundraising programme will be reviewed regularly by the Governors.

#### **4. Acceptance and Refusal of Donations**

a. Governors and other invested parties will adhere to the school's Donations Acceptance Policy when accepting donations over a certain monetary value, or which may be otherwise sensitive.

#### **5. Repayment of Donations**

a. Where a change in circumstances prompts a donor to request the repayment of part or all of a donation, the final decision to repay a donation shall rest with the Governors.

b. Once Brighton College has accepted a donation it can only be returned if:

- certain terms and conditions of the specific gift are fulfilled;
- the law specifically provides for the donation to be returned, for example under section 61 of the Charities Act 1992 donations over £50 made by Credit or Debit Card are subject to a seven day cooling off period;
- the Charities Commission grant authorisation for an ex-grata payment to be made by Brighton College to discharge a "compelling moral obligation". Such a payment is subject to section 27 of the Charities Act 1993.

#### **6: Tokens of Thanks**

a. Brighton College's staff, Governors and other invested parties will adhere to Brighton College's Anti-Corruption and Bribery Policy when accepting tokens of thanks from donors.

#### **7: Processing personal data (information)**

a. All information on how Brighton College processes a donor's data can be found in the Development and Engagement Privacy Notice.