

Code of Fundraising Practice

This Code of Practice is the responsibility of the Bursar and will be reviewed biennially.

1. Introduction

Austin Friars School is supported by its own charity, Austin Friars and by the Austin Friars Development Fund, registered with the Charity Commission of England and Wales (No. 516289 & 526867). The day to day management of fundraising is delegated to the Development Office.

For the purposes of this Code, fundraising covers all of the income generation activities of Austin Friars excluding normal trading in our function as a school.

The fundraising function includes aspects of marketing, internal and external relations, financial planning and management, operational planning and a wide range of specific skills and expertise.

All donations sought and received are processed in line with the following Code of Fundraising Practice.

2. The Need for a Code of Practice

The vast majority of fundraising activities carry with them a responsibility for proper financial and operational management. Fundraising should be undertaken in such a way that it:

- a) Fosters confidence amongst donors, stakeholders, staff, volunteers and the general public.
- b) Protects and enhances the reputation of the Charity.
- c) Harmonises with and reflects the mission and values of the Charity.

3. Rights of Donors

The Trustees are deeply committed to their donors and remain dedicated to treating friends and supporters with the highest level of care and respect. Donors and potential donors can be assured of the integrity and accountability of the School's fundraising efforts based on the following assurances:

- a) To be treated by Trustees and other staff involved with the solicitation and receipt of donations in a fair, transparent, accurate and honest manner in accordance with all applicable laws and Code of Fundraising Practice set down by the Fundraising Regulator.
- b) To be informed in all fundraising solicitations of the School's name, contact details and charitable status.
- c) To receive fundraising solicitations and stewardship reports from the School that are truthful, accurately describe the School's activities and the intended or actual uses of donated funds.
- d) To receive appropriate and timely acknowledgement, recognition, and publicity for their donation in accordance with the donors' wishes.
- e) To be consulted swiftly if their donation cannot be used for its intended purpose and have it repaid if agreement cannot be reached within a short period of time for an alternative use.
- f) To be kept informed of the impact of their philanthropy and the School's evolving needs and priorities. This includes receiving progress reports on supported activity and invitations to attend relevant events to see first hand the benefits their support brings to the School.
- g) To have their support treated as anonymous if requested.
- h) To be assured that the School will not sell its donor or alumni lists nor to disclose details to external organisations other than those working on behalf of the School.

- i) To be assured that donors' rights to privacy and confidentiality will be respected with all their records kept secure and that there will be compliance with the Data Protection Act 2018.
- j) To offer the opportunity for major gifts to be marked in a specific way - by the naming of a building, room or project.
- k) To have access to the School's most recent published financial accounts and be assured that the School's financial affairs are conducted in a responsible manner, consistent with the ethical obligations of stewardship and legal requirements of the Charity Commission of England and Wales.
- l) The School will respond within 30 days to a complaint by a donor or prospective donor about any matter relating to the School's alumni or fundraising activities. The Headmaster will attempt to satisfy the complainant's concerns in the first instance. A complainant who remains dissatisfied may appeal in writing to the Chairman of the Charity Trustees who will respond to this appeal within a further 30 days.

4. Fundraising

The Code relating to the fundraising activities of the Austin Friars is grounded upon the following principles:

- a) That all School bodies should approach fundraising professionally and in a spirit of openness and consultation.
- b) That all fundraising materials and methods should represent honest statements of purpose.
- c) That all fundraising materials and methods should embody the School's values whilst not compromising fundraising effectiveness.
- d) That all fundraising expenses should be clearly recorded and kept to a minimum consistent with effective management.
- e) That no pressure or other forms of coercion should be used to elicit funds from any source.
- f) That all fundraising activities should be undertaken within the law and conform to the highest levels of professional and ethical standards.

5. Fundraising Practices

5.1 Presentation

- a) There should be no misrepresentation in communicating present and future plans of the School.
- b) Individual case studies may be used to promote fundraising objectives provided that permission is given, and the individuals themselves are not exploited or perceived to have been exploited in pursuit of those objectives.
- c) Published financial and other information should present the results of the work of the School in clear terms and be concise, accurate and comprehensible.

5.2 Responsibilities

- a) The requirements and expectations of donors should be respected, especially those relating to any expressed wish to remain anonymous.
- b) The functions and responsibilities of fundraisers, whether employed, contracted or volunteers should conform to the Code's guidance.
- c) The presentation of accounts should fulfil the requirements of the Financial Reporting Standards (FRS102) and the Charities Statement of Recommended Practice (Charities SORP) and expenditure on services and other functions should be clearly identified.
- d) Money donated for a specific purpose must be used for that purpose. If this is not possible it must be returned within a reasonable timescale unless agreement can be reached on a change of use.
- e) Donations will be solicited and received within the guidelines set out in this Code.

5.3 Fundraising Methods

Any approach to fundraising pursued by any School body should conform with this Code.

- a) The methods used to attract funds should not misrepresent the case for which those funds are required. No pressure or other forms of undue persuasion should be used to elicit donations or other forms of support from any source.
- b) School bodies shall not disclose (except as may be required by statute or law) or make use of information given or obtained in confidence from the donating public or any other source without express prior consent and within the scope of the Data Protection Act 2018.

5.4 Staff, Volunteers and Commercial Partners

Employees, volunteers, commercial partners and hired solicitors who offer a service on behalf of the School or solicit or receive funds on behalf of the School shall:

- a) adhere to the provisions of this Code;
- b) act with fairness, integrity, and in accordance with all applicable laws;
- c) adhere to the provisions of applicable professional codes of ethics, standards of practice, etc.
- d) disclose immediately to the School any actual or apparent conflict of interest; and not accept donations for purposes that are inconsistent with the School's objects or mission.
- e) ensure that paid fundraisers, whether staff or consultants, will be compensated by a salary, retainer or fee, and will not be paid finders' fees, commissions or other payments based on either the number of gifts received or the value of funds raised. Compensation policies for fundraisers, including performance-based compensation practices (such as salary increases or bonuses) will be consistent with the School's practices that apply to non-fundraising personnel.
- f) ensure that commercial partners agree, draw up and sign a written agreement with the School.

6. Acceptance of Donations

6.1 The Trustees accept charitable gifts from donating parties under strict guidelines:

Donations may be presented to the Charity/as:

- a) Cash sums (either in full or as pledged payments)
- b) Stocks, shares, bonds
- c) Legacy gifts and life insurance policy disbursements
- d) Gifts in Kind
- e) Property and/or land (with full documentation)

6.2 The Trustees will refuse any gift, financial or otherwise, that they believe is incompatible with their mission or charitable purposes in support of an educational establishment. Financial controls and management are in place to protect the School from financial abuse, fraud and money laundering.

Donations that are prohibited by the Trustees include:

- a) Revenue generated from the pornographic industry
- b) Revenue generated from illegal substances
- c) Gifts for which a service is expected or implied in return unless agreed with the Board of Trustees.
- d) Gifts for which there are conditions attached that cannot be met through the activities and processes of the School, its Governing Body or Charity Trustees
- e) Items of national and/or international historical importance for which ownership may be disputed
- f) Any other gift for which ownership or legality could be disputed



- g) Gifts of money or items of significant financial value to individual members of the Charity or the School

These guidelines are intended to provide general guidance. They are not inclusive or exhaustive and are subject to change at the discretion of the Trustees at any time.

7. Sponsorship Policy

The Trustees accept corporate sponsorships under strict guidelines.

7.1 The Trustees will refuse any sponsorship or messaging that they believe is incompatible with their mission or charitable purposes.

- a) The presence of paid advertisements or editorials on the School site, clothing or in published material (both online and offline) does not imply endorsement of the sponsor company or product.
- b) Sponsors must not make unsubstantiated educational claims in material used for sponsorship purposes.
- c) Published sponsorship messaging is not targeted to individuals but may be placed near content related to the sponsor's interest. For example, an advert for a sports product may be displayed in a sports tour brochure.
- d) The display and/or the sponsorship is not necessarily related to the content in any way.
- e) Sponsor messaging may also appear in or around the School site under the same guidelines, at the discretion of the Headmaster.
- f) The Trustees maintain a distinct separation between sponsor messaging and any other School policy, activity, process or editorial content in published and online material.

7.2 Corporate Sponsorship that is prohibited by the Trustees includes:

- a) Alcohol and Tobacco products
- b) Firearms or weapons
- c) Fireworks
- d) Pornography
- e) Gambling or lotteries
- f) Comparative Sponsorship (no mention of competitive brand names within a banner)

7.3 Online (email or website) sponsorship formats that are prohibited by the Trustees include:

- a) Pop-ups and floating displays or surveys
- b) Displays that have forms within them to collect personally identifiable information while a visitor is on the Austin Friars website
- c) Sweepstakes

These guidelines are intended to provide general guidance. They are not inclusive or exhaustive and are subject to change at the discretion of the Trustees at any time. The Trustees reserve the right to remove any sponsor company message at any time from Austin Friars material during the period of the sponsorship agreement.

Bursar

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