



FUNDRAISING POLICY

March 2023

Next review: Summer 2026

1. Policy Statement

1.1 The Collyer Endowment (“The Trust”) is established to hold and provide land to (and otherwise support) The College of Richard Collyer (“The College”). This policy has been developed as a guide on how The Trust as a charity registered in the UK (charity number 307032) makes decisions on accepting and refusing charitable donations – setting out the criteria and factors on which these decisions will be based.

1.2 Its key purpose is to ensure that the reputation of our supporters (donors), The College and The Trust are protected from any real or perceived impropriety in the relationship that is established through the offer and receipt of a charitable donation.

1.3 In addition, this document highlights our commitment to carrying out fundraising that is legal, open, honest and respectful as set out by the [Code of Fundraising Practice](#) developed by the Fundraising Regulator.

2. Scope

2.1 The policy applies to all staff, students and volunteers including our Governors and Trustees. For the avoidance of doubt, charitable donations and philanthropic gifts are distinguished from funds received through public sources for example central government. Public sources together with income generated from the College’s commercial activity are not included within the scope of this policy.

2.2 Grants solicited from and received by charitable foundations operating within the UK are also exempt from this policy as long as such support does not contravene the acceptance and refusal criteria as defined at section four.

2.3 Charitable donations include, but are not exclusively limited to cash, cheques, property, shares, bonds, legacy gifts, tangible personal property (gifts in-kind), corporate sponsorships and gifts from charitable foundations.

3. Fundraising process

3.1 The College’s [Mission, Vision and Values](#) as well as the [College Strategic Plan 2020-23](#) are focused on growing The College to achieve our founder Richard Collyer’s vision of ‘*none to be refused likely to learn*’.

3.2 In order to grow The College, an agreed estates masterplan aims to deliver new buildings that will provide enough accommodation for 3,000 students by 2032. Fundraising is a key part of our financial strategy for realising this vision as well as a way to engage more broadly with stakeholders from across our community. The Marketing, Alumni and Development Officer is responsible for launching The College’s core fundraising activity – The Quincentenary Fund.

3.3 This policy will not only ensure that staff are provided with the relevant information and support but will also help to deliver fundraising that is planned, appropriate, adheres to good practice and makes a tangible contribution to the strategic aims of The College.

3.4 Information on our fundraising is maintained centrally by the Marketing, Alumni and Development Officer and the Finance Director and is reported on regularly to the Senior Management Team, Governing Body and our Trustees.

4. Acceptance and Refusal Criteria

4.1 As highlighted within section one, this policy has been developed to ensure that our supporters (donors), The College and The Trust are protected through the relationship that is established through the offer and receipt of charitable donations.

4.2 On a day-to-day basis this is managed by the Principal supported by Senior Management Team, the Finance Director and the Marketing, Alumni and Development Officer.

4.3 All charitable donations being offered to the College will be recorded appropriately and any donation that could potentially cause concern or raise questions as to why it has been accepted or refused will be referred to the Senior Management Team.

4.4 The key decision points, together with any additional information and the procedure that was followed will be presented to the Chair of the Governing Body (who is also a Trustee) to make a final recommendation. In the instance of a donation not being accepted this will be communicated to the donor within five working days of the Chair of the Governing Body's decision.

4.5 In order to establish whether it would be in the best interests of The College to accept or refuse a charitable donation the following criteria will be taken into consideration:

- Does the donation contribute towards the overall mission, values and strategic aims of The College?
- Can the College successfully deliver the agreed activity and advance its mission under the conditions relating to the donation, such as schedule of payments, required co-funding if any, reporting requirements and other legal aspects of the contract?
- Are the supporter's (donor's) objectives or activities incompatible with our vision, mission and values?
- In accepting the donation, is there a risk of causing significant damage to the integrity, public image or professional reputation of The College and The Trust?
- Could the timing of a donation be construed as having influenced (for example) an academic outcome or procurement process?

4.6 The College will, therefore, not accept charitable donations in the following circumstances:

- Was known to be associated with criminal sources/illegal activity/corruption;
- Would help further the donor's personal objectives, which conflict with those of The College;
- Would impact adversely on The College's reputation and conflict with The College's mission or The Trust's charitable status;
- Has the potential to damage and/or risk relationships with partners, other supporter/donors and our stakeholders;
- Incur or are likely to incur on-going costs that cannot be met or demonstrated to be met from existing resources.

4.7 It should also be noted that The College recognise that perceptions of what is acceptable and factors affecting reputations may change over time. In the acceptance of charitable donations, The College will act in good faith according to the standards prevailing at the time of receipt.

5. Complaints

5.1 The College is committed to providing high-quality customer services. We value feedback and use the information from them to help improve our services.

5.2 Any third party complaints about The College's fundraising activity will be addressed through The College's existing complaints procedure which is clearly set out in our Complaints Policy which can be found on our college website: <http://www.collyers.ac.uk/about-collyers/key-policies/>

5.3 Organisations and individuals who are dissatisfied with the outcome of the complaints process can contact the Fundraising Regulator: <https://www.fundraisingregulator.org.uk/complaints>

6. Related Policies

Collyer's Community Engagement Statement

Collyer's Complaints Policy

Collyer's Fraud Policy

Collyer's Gifts and Hospitality Policy

The Collyer Endowment Trust Investment Policy