



University of
Salford
MANCHESTER

Gift Acceptance and Ethical Fundraising Policy

Version Number 1.1

Effective from 23rd July 2019

Author: Development Services Manager and Head of Alumni Engagement & Development

Office of Alumni Engagement and Development

Directorate of Marketing and External Relations

Document Control Information			
Revision History incl. Authorisation: (most recent first)			
Author	Summary of changes	Version	Authorised & Date
E Goldsmith	New document. A policy was needed to outline how potential donations to the University are evaluated for acceptance.	V1.0	Authorised by VCET members on 09/01/2019
E. Goldsmith	Reference to GDPR and Data Protection Act 2018 added and hyperlinks updated. Reviewed	V1.1	Reviewed by Fadzai Dizanadzo, Information Governance and Emma Goldsmith, Alumni Engagement & Development on 23/07/2019
Policy Management and Responsibilities:			
Owner: Executive Director, Marketing & External Relations	This Policy is issued by those who have the authority to issue and communicate policy on gift acceptance and who have delegated day to day management and communication of the policy to Office of Alumni Engagement and Development.		
Others with responsibilities (please specify):	All subjects of the Policy will be responsible for engaging with and adhering to this policy.		
Author to complete formal assessment with the following advisory teams:			
Equality Analysis (E&D, HR) <u>Equality Assessment form</u>	1. Approved and added to records on 02/05/2018		
Legal implications (L&G)	2. N/A.		
Information Governance (L&G)	3. Approved in 2018. Reviewed and re-approved on 23/07/2019.		
Student facing procedures (QEO)	4. N/A		
UKVI Compliance (Student Admin)	5. N/A		
Finance	6. Approved in 2018.		
Consultation:			
Staff Trades Unions via HR	1. N/A		
Students via USSU	2. N/A		
Relevant external bodies (specify)	3. N/A		
Review:			
Review due:	1 year by July 2020 (Note: LPG send a reminder to review is due)		
Document location:	University Policy & Procedure Pages Alumni Information Governance Page		
University of Salford Policy pages http://www.salford.ac.uk/policies			
The owner and author are responsible for publicising this policy document.			

1.0 Purpose

To assure adherence to the Fundraising Regulator's Code of Practice <https://www.fundraisingregulator.org.uk/code-of-fundraising-practice/code-of-fundraising-practice/> and to provide transparency for the University's donors and potential donors, this policy outlines how gifts and donors will be evaluated before gift acceptance and under what conditions gifts may be rejected.

The University **will not accept** donations which are incompatible with the University's mission, vision and strategy. Ethical decisions are made with the public trust and institutional integrity in mind.

In order that the senior executive is sighted on all gifts in progress and accepted, a quarterly report will be provided to the Vice Chancellor's Executive Team (VCET).

2.0 Scope

- This policy applies to all donations and potential donations, such as donations which may come from: alumni, University staff, current students and their family members and friends, corporates, trusts and foundations and members of the public who may not be any of the aforementioned.
- This policy also applies to all former donors to the University. If it comes to light that gift/s previously given were not within the ethical boundaries outlined in the body of this policy these gifts will be reviewed on a case by case basis and may potentially be returned to the donor.
- This policy **does not apply** to research funding.

3.0 Policy Statements

This policy is organised into two sections:

3.1 Gift Acceptance

3.2 Ethical Fundraising

In undertaking fundraising activities, the Office of Alumni Engagement & Development recognises the need to conduct its fundraising within the context of: The Fundraising Regulator's Code of Fundraising Practice and CASE Europe's Ethical Principles behind the Acceptance of Gifts. See Section 5.0, Related Documentation, for links.

The rights of donors to the University are outlined in the University's Donor Promise <http://www.salford.ac.uk/giving/supporters/our-promise-to-you/our-donor-promise>

3.1 Gift Acceptance

When deciding whether to accept or refuse a donation the University must consider its own best interests.

The following guidelines apply to all types of donation, including cash, investments, property, gifts-in-kind of equipment, artwork, software or other non-monetary gifts.

- 3.1.1 To ensure the University is fully informed about a potential gift or a prospective donor, initial basic screening will be carried out, using publicly and freely available information, as standard procedure by the Office of Alumni Engagement & Development. The aim is to explore whether there are any concerns that raise issues of ethical or reputational risk, and to ensure as much transparency as possible in the donation process.
- 3.1.2 Each gift received will be considered against the following criteria:
- Is there any possibility that acceptance of the gift might:
 - Seriously damage the reputation of the University?
 - Restrict or encroach upon academic freedom?
 - Require action that is illegal?
 - Create unacceptable conflicts of interest?
 - Harm the University's relationship with other benefactors, partners, potential students or research supporters?
 - Generate a potential financial liability or an unacceptable restrictive covenant?
 - Is there any reason to suspect that the proposed gift may be made from a source that arises in whole or in part from an illegal activity, or, more generally, from activities that may have:
 - Evaded taxation or involved fraud?
 - Violated international conventions in respect of e.g. human rights, money laundering?
 - Limited freedom of enquiry, or encroached on academic freedom?
 - Does the donor expect any possible personal gain for example in respect of student admission or progression, or in the appointment of staff?
 - Will the gift cost the University more to administer than the benefit it derives from it?
 - Is the donor considered to be of full mental capacity e.g. do we have reasonable grounds for believing, in the course of our engagement with the individual, that they are in vulnerable circumstances which mean they are unable to make an informed decision to donate?
- 3.1.3 If any potential donation gives rise for concern the points of escalation will be the Head of the Office of Alumni Engagement & Development, the Executive Director Marketing & External Relations, Vice-Chancellor's Executive Team, Governance, Nominations and Ethics Committee, or if necessary, the University Council.
- 3.1.4 The acceptance of any donations shall be subject to approval as set out below.

Value (cumulative)	Responsible Officer(s) / Body
Up to £100,000	Head of Alumni Development & Engagement
£100,001 to £500,000	Executive Director, Marketing, Recruitment & External Relations Executive Director Finance
£500,001 to £1,000,000	Vice-Chancellor's Executive Team
£1,000,001 and above	University Council

- 3.1.5 Although the University may wish to publish the names of donors (and where they are a graduate, their course and year of graduation), this is the decision of the donor and the University will respect the donor's wish for privacy. Further information on donor rights can be found in the University's Donor Promise.
- 3.1.6 Records will be kept for all donations to the University for six years from date of last gift. At a minimum this will include the donor's name and address, the amount and date of the gift, and what the gift was given in support of. Where possible this will also include the donor's telephone number and email address. The University recognises that certain elements of its fundraising activity (for example donation tins) mean that donor's full details cannot necessarily be captured. In such instances, monies secured will be recorded as 'Anonymous', along with how they were sourced (e.g. donation tin) and the project they were given in support of.
- 3.1.7 A truly anonymous donation, i.e. one made through an intermediary who will not identify the donor, will not be accepted by the University.
- 3.1.8 All single gifts above £3,000 (deemed to be a mid-level gift) must have a written Gift Agreement. This document outlines a description of the gift and how it is to be used, as well as instalment payment dates (if appropriate), recognition guidance, and donor and University obligations. The following statements will be included in all Gift Agreements as standard:

- **Statement of Academic Freedom**

In accordance with fundraising regulations, philanthropic gifts do not afford the donor any expectation of benefit from the donation. The University will not accept any donation connected to any student or staff application to the University or any act that constrains academic freedom, i.e. gifts will be accepted which allow us to further our work in certain areas but we will not accept gifts which restrict our work. The University will not intentionally disclose or discuss sources or amounts of donations where they think that information might influence the fairness and objectivity of other University decision-making processes.

- **Gift Acceptance Policy**

Copies of the University's Gift Acceptance Policy and Donor Promise are available on the University website or directly from the Office of Alumni Engagement &

Development. The University retains the right to revoke the Gift Agreement should information become available which indicates that the gift breaches the guidelines outlined in the Gift Acceptance Policy.

- **Amendments to use of gift**

All restricted donations will be applied to the purpose for which they were originally intended. The University's priorities will change from time to time and, should this happen, alternative uses for restricted donations will be discussed with the donor or the donor's representative where possible. If, after reasonable effort, the donor's representative cannot be contacted, appropriate officers of the university shall nominate an independent panel to review the gift and shall act within the spirit of the original gift in determining any variation to the use of the gift.

3.1.9 Gift Agreements must be co-signed by someone other than the member of staff and be more senior to the person who has brought in the gift.

Value	Responsible Officer(s) / Body
Up to £5,000	Development Manager
£5,001 to £100,000	Head of Alumni Development & Engagement
£100,001 to £250,000	Executive Director, Marketing, Recruitment & External Relations and Executive Director Finance
£250,001 to £1,000,000	Vice-Chancellor or Deputy Vice-Chancellor
£1,000,001 and above	Vice-Chancellor and a member of University Council

3.1.10 No individual, centre, department or school should accept a philanthropic donation without first consulting the Office of Alumni Engagement & Development. This does not apply to discussions with Research Councils and similar grant awarding bodies over potential competitive bids for funds, nor funding sources identified by the University's Research team.

3.1.11 Tax efficient giving

The University may seek to recover tax, e.g. through Gift Aid, where appropriate and with the consent of the donor. We will also need to comply with any appropriate and relevant tax authority in the reporting of gifts made. We will also maintain an appropriate charitable status both within the UK and other overseas territories.

We will not advise donors on tax efficient giving but may wish to make donors aware of potential vehicles that are tax efficient and may increase the value and benefit derived from a gift. All donors will be advised to ensure they have received independent advice on tax efficient giving.

3.2 Ethical Fundraising

3.2.1 Fundraising Practices

- All gifts will be handled by the Office of Alumni Engagement & Development in accordance with the University Financial Regulations, Donor Promise, Counter-Fraud Policy and the Anti-Bribery Policy. It is agreed that the University will actively seek philanthropic funding on the basis that the project is approved by the Head of the Office of Alumni Engagement & Development as being strategically important to enhancing the University's academic standing, institutional reputation, or income-generating potential.

3.3.1.2 All University fundraising solicitations and communications will:

- Accurately describe the University's activities and the intended use of donated funds;
- Respect the privacy of those who benefit from the University's activities;
- Comply with GDPR and the Data Protection Act 2018.

3.3.1.3 Training will be in place to ensure that volunteers and employees who solicit or receive funds on behalf of the University shall:

- act in accordance with all applicable laws (see section 5.0, Related Documentation, for details);
- adhere to the provisions of applicable professional codes of ethics and standards of practice;
- cease solicitation of a prospective donor upon request;
- disclose immediately to the University any actual or apparent conflict of interest, personal association, or potential personal benefit.

3.3.1.4 Paid fundraisers, whether staff or consultants, will be compensated by a salary, retainer or fee, and commission or commission-based payments. Compensation policies for fundraisers, including performance-based compensation practices (such as salary increases or bonuses) will be consistent with the University's policies and practices that apply to non-fundraising personnel.

3.3.1.5 Any concerns raised in relation to the University's fundraising activity will in the first instance be directed to the University Registrar.

3.3.2 Financial Accountability

3.3.2.2 The Annual financial report (compliant with financial standards on disclosures) will always:

- disclose the total amount of fundraising revenues;
- disclose the total amount of fundraising expenses;

3.3.3 Acceptable Sources of Funding

3.3.3.2 The University will not knowingly work with or seek to work with individuals or organisations where activities include practices which are inconsistent with our mission and values, or which may jeopardise the reputation of the institution.

- 3.3.3.3 The Office of Alumni Engagement & Development and those working on its behalf have a duty to maximise resources and opportunities. If a donation is refused, the University must be able to demonstrate that it has acted in line with its institutional vision and strategy.

4.0 Policy Enforcement / What happens when the policy/procedure is not followed

If gifts to the University are pledged or made which do not fit within the gift acceptance and ethical fundraising requirements outlined in this policy they will be rejected and returned to the donor/potential donor. Any gifts previously made by such a donor will also be reviewed and may potentially also be returned.

Breach of this policy by members of University staff may result in disciplinary action in accordance with the University's relevant policies. It could also lead to civil or criminal proceedings.

5.0 Related Documentation

The following documents can be found on the University Policy & Procedure pages University of Salford Policies pages <http://www.salford.ac.uk/policies> , under 'P' via the Staff Channel A-Z index.

- Donor Promise <http://www.salford.ac.uk/giving/supporters/our-promise-to-you/our-donor-promise>
- Alumni Engagement and Development Privacy Statement <http://www.salford.ac.uk/giving/supporters/our-promise-to-you/privacy-statement>
- Counter Fraud Policy & Response Plan http://www.salford.ac.uk/_data/assets/pdf_file/0010/1298206/CounterFraudPolicy.pdf
- Anti-Bribery Policy http://www.salford.ac.uk/_data/assets/pdf_file/0005/909266/AntiBriberyPolicy.pdf

The University abides by all legal and regulatory requirements, including:

- [The Fundraising Regulator: Code of Fundraising Practice](#)
- [CASE Europe: Ethical Principles Behind the Acceptance of Gifts](#)
- [Data Protection Act 2018](#)
- [Charities Act 2011](#)
- [Charities Act 2016](#)