

# FUNDRAISING POLICY



This Policy sets out to provide assurance to donors and prospective donors of the integrity and accountability of Aston University's Development activities and that all members of the University engaged in fundraising, and in particular our Development and Alumni Relations Office, will strive to achieve the highest professional standards at all times. This Policy complements the University's Donor Charter which sets out the rights of Donors.

<b>Version</b>	1.1
<b>Executive Sponsor</b>	Deputy Vice Chancellor Engagement
<b>Officer Responsible for Policy/ Procedures</b>	Director of Development and Alumni Relations
<b>Consultation Process</b>	Policy Infrastructure Project Board
<b>Date of Approval and Committee and/or Executive Officer</b>	Executive Engagement Group Executive
<b>Effective Date</b>	29 March 2021

# 1. SCOPE OF THE POLICY

## 1.1 Purpose of the Policy

This Policy provides assurance to donors and prospective donors of the integrity and accountability of Aston University's Development activities and that all members of the University engaged in fundraising, and in particular our Development and Alumni Relations Office, will strive to achieve the highest professional standards at all times. This Policy complements the University's Donor Charter which sets out the rights of Donors.

## 1.2 What is covered by the Policy

This Policy covers:

- Acceptance of Gifts and Donations
- Fundraising Practices
- Financial Accountability

## 1.3 Who is covered by the Policy

This Policy applies to all those involved in fundraising for and on behalf of Aston University.

## 1.4 Breach of this Policy

Any breach of this Policy will be immediately notified to the Office of the General Counsel by the Director of Development and Alumni Relations.

## 1.5 Policy Ownership

The Executive has approved this Policy, the Deputy Vice Chancellor Engagement is the Executive sponsor and the Director of Development and Alumni Relations is the officer responsible for the Policy. Any questions about the operation of this Policy or any concerns that the Policy has not been followed should be referred in the first instance to the Director of Development and Alumni Relations.

# 2. THE POLICY STATEMENT

## 2.1 Guiding Principles

### a) Acceptance of Gifts and Donations

The basis on which the University will actively seek funding is:

- That the full cost of the project is identified (i.e. required support staff costs, additional running costs and additional space requirements should all be included);
- That the project is approved by the Executive Engagement Group as being strategically important in enhancing Aston University's academic standing and/or its income-generating potential;
- That the project involves no or minimal net cost to the University in terms of financial commitment at the end of the period covered by the gift.

Decisions regarding the acceptance of particular gifts, taken in good faith, may be reviewed and may be reconsidered, in the light of new events or information.

The University undertakes that:

- All communications made to potential donors concerning a project will be honest, truthful, and comply with the law;
- The Donor's Rights will be respected.

## **b) Fundraising Practices**

Fundraising solicitations on behalf of the University will:

- Be truthful;
- Accurately describe the University's activities and the intended use of donated funds;
- Respect the dignity and privacy of those who benefit from the University's activities.

Volunteers, employees and hired fundraisers who solicit or receive funds on behalf of the University shall:

- Adhere to the provisions of this policy;
- Act with fairness, integrity, and in accordance with all applicable laws;
- Adhere to the provisions of applicable professional codes of ethics, standards of practice, etc.
- Cease solicitation of a prospective donor who identifies solicitation as harassment or undue pressure;
- Disclose immediately to the University any actual or apparent conflict of interest;
- Not accept donations for purposes that are inconsistent with the University's objects or mission.

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 University's policies and practices that apply to non-fundraising personnel.

The University will not sell either its donor or alumni lists.

## **c) Financial Accountability**

The University will conduct fundraising in a responsible manner, consistent with the ethical obligations of stewardship and the legal requirements of national regulators.

All donations will be used to support the objectives of the University.

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 determined to be legally not competent (for whatsoever reason), and the University 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 (as determined by the Director of Development and Alumni Relations in consultation with the Deputy Vice Chancellor Engagement).

## **2.2 Procedures**

The Fundraising Procedures implement this Policy.

# **3. REPORTING**

The Director of Development and Alumni Relations will report annually on:

- the total amount of philanthropic income and expenditure;
- any known breaches of this Policy; and
- the number, type and disposition of complaints received from donors or prospective donors (where applicable).

Such report to be considered and approved by each of Executive Engagement Group and the Executive and noted by the University's Audit Committee.



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