

Ethical Fundraising Policy

November 2015

Overview

The West Buckland School Foundation was founded in 2003 to support West Buckland School through bursary provision, support for capital developments and general equipment. Unlike other Independent Schools West Buckland School does not have a general endowed fund and cannot depend on fee income alone to fund developments and the 100% Means-Tested Bursary Programme. These costs have to be contributed to privately from funds raised for that purpose. The West Buckland School Foundation has an endowed bursary fund in order to secure the long term sustainability of the programme for families in rural North Devon who would otherwise be unable to attend the school. In order to raise funds for these purpose the Board of Trustees of the Foundation aim to develop and maintain a broad fundraising base, which in all cases must be consistent with best practice and with the guidelines provided by the Institute of Fundraising and the Charity Commission. This policy applies to the Board, casual, permanent and contract staff and volunteers.

West Buckland School Foundation respects the rights of its supporters to clear, truthful information on the work of the Foundation; to openly report how we spend donated monies and to manage donors' information responsibly.

Policy

West Buckland Foundation's guiding fundraising principle is a simple one – we will only use techniques that we would be happy to be used on ourselves.

In doing so, the organisation will adhere to the following standards:

- Fundraising activities carried out by West Buckland School Foundation will comply with all relevant laws.
- Any communications to the public made in the course of carrying out a fundraising activity shall be truthful and non-deceptive.
- All monies raised via fundraising activities will be for the stated purpose of the appeal and will comply with the organisation's stated mission and purpose.
- We will always respect the supporters' wish to make a restricted donation to a specific programme, e.g. Bursaries
- All personal information collected by West Buckland School Foundation or the OWBA is confidential and is not for sale or to be given away or disclosed to any third party without consent. Please see our Privacy Policy for further information.
- Nobody directly or indirectly employed by or volunteering for West Buckland School Foundation shall accept commissions, bonuses or payments for fundraising activities on behalf of the organisation.
- The decision to undertake telephone campaigns shall be taken by the Board of Trustees taking into account current government, charity commission, the Fundraising Regulator and ICO guidance.
- Fundraising activities should not be undertaken if they may be detrimental to the good name or community standing of West Buckland School.
- Financial contributions will only be accepted from companies, organisations and individuals the Board considers ethical and which are not an attempt to link a

donation to an attempt to influence the policy or activities of West Buckland School Foundation or West Buckland School either explicitly or implicitly.

Acceptance Criteria

The Board of Trustees must ensure that all marketing and fundraising activities carried out on its behalf are consistent with this policy and with best practice in the charitable sector, and that any donation from, or relationship with, a third party does not in any way compromise this policy, damage the School or Foundation's reputation or jeopardise future fundraising opportunities.

The Foundation must also ensure that at all times, and in all things it complies with relevant legislation, including legislation on data protection, money laundering and bribery, as well as following government guidance.

The Foundation will not accept donations where:

- The donor is known to be associated with criminal sources and/or illegal activity
- The donor's personal objectives conflict with those of West Buckland School Foundation or West Buckland School
- Accepting a donation might impact adversely on the West Buckland reputation, and thus damage its longer term fundraising prospects
- Accepting a donation from any particular source is inconsistent with Government policy.

Investments

The Board of Trustees appoints Investment Managers to whom authority is delegated, within defined parameters, for the day to day management of specified funds. In doing so it requires those investment managers always to invest West Buckland School Foundation funds in a manner that is consistent with the ethical fundraising policy.

Summary

The Ethical Fundraising Policy has been drawn up to provide guidance to all those engaged in fundraising activity on behalf of West Buckland School Foundation. It should be employed consistently and rigorously to ensure all fundraising activity is consistent with the principles outlined above. Should there be any doubt, the advice of the Trustees should be sought.

Bill Geen
Chair of Trustees
West Buckland School Foundation