



PLYMSTOCK SCHOOL

Fundraising Policy

Governors' Committee: Full Governors

Lead Officer: Rob Diment

Date for Review: Summer 2017

Plymstock School is a successful, innovative, proactive secondary school based near Plymouth in Devon. Always looking at ways to improve its performance, the school improvement plan focuses on continuing to seek ways of improving teaching and learning, as well as the need to develop and build on collaborative partnerships.

Fundraising Principles, Policies and Procedures:

Approved by the Full Governing Body ..!..!

Fundraising Principles:

Plymstock School requires all staff, volunteers and donors to adhere to ethical practices when soliciting potential donations for the benefit of Plymstock School.

Plymstock School staff, who carry out any fundraising initiatives or campaigns, are required to uphold the highest standards of ethical conduct in fundraising, are trained and educated in ethical fundraising standards and principles, and are provided with resources to remain familiar with professional standards.

Plymstock School will make every effort to comply with all current third sector and education rules and legislation regarding soliciting for and collection of charitable contributions, whether specifically identified in these Fundraising Principles, Policies and Procedures or not, as well as all future revisions to those rules.

Gift Acceptance General Policy:

Plymstock School became an Academy in April 2011 and is an educational home to 1,626 students, of whom 240 are in the [sixth form](#). Plymstock School actively seeks opportunities to work together with external organisations and individuals to achieve shared objectives. However, it is vital that we maintain our independence and do not allow any external partnership to bring the name of Plymstock School into disrepute.

Plymstock School therefore accepts financial support from - and works in partnership with - companies and individuals subject to the following conditions:

- There are strong grounds for believing it will result in benefit to the education and experiences of young people and their futures.
- The Headteacher, trustees and governors are satisfied that no adverse publicity should result from accepting such support.
- There is no attempt on the part of any company or individual to influence Plymstock School's policy or actions either explicitly or implicitly.
- That the initiatives should not compromise the independent status of Plymstock School.

Plymstock School is willing to accept gifts-in-kind, non-financial support and financial contributions, all donations, in whatever form, will be reviewed and where applicable acceptance will be subject to approval by the Headteacher, trustees and/or governors.

Therefore Plymstock School, as an independent organisation, will not accept support or enter into any partnership with an organisation that produces products or services that are harmful to our community. We will not accept any support from any company or organisation that, in the judgement of the school, exploits students, parents or staff in its products, advertising, marketing, or in any other way. Plymstock School will not accept donations from donors whose requests for public recognition are incompatible with our schools philosophy of appreciation.

Plymstock School will at all times maintain an independent position on educational issues and concerns. Plymstock School will only solicit and accept support for activities that are consistent with our mission.

Marketing; affinity marketing and product/service endorsement:

- Plymstock School does not endorse or approve products and services of any company. A statement to this effect will be included alongside any branding or promotion associated with products.
- Plymstock School will not promote any products or services knowingly linked to the harm or endangerment of young people.
- Plymstock School will not share access to our contacts, database or beneficiaries.

Avoidance Criteria:

Plymstock School will not accept financial support or enter in to partnerships with companies involved with, but not limited to the following activities:

- The manufacture or sale of tobacco products.
- The sale or production of pornographic materials.
- The manufacture and sale of alcohol products.

Procedures:

If in the event of a question arising as to whether a potential donation meets the criteria listed above, information and documentation related to the contribution

will be gathered and presented for the consideration of the Headteacher, the Trustees and Governors to determine if Plymstock School will accept the gift.

Criteria for Acceptance:

When deciding to accept any particular donation, the Headteacher, Trustees and Governors have a duty to demonstrate that they have acted in the best interests of their Academy and its pupils and community, and that an association with any particular donor does not compromise Plymstock School's ethical position, harm its reputation or put future funding or support at risk. Plymstock School makes every effort to comply with all relevant legislation, including but are not limited to; the Data Protection Act, money laundering rules, the Bribery Act; and Charity Commission guidance, including guidance on terrorism and political activity.

Plymstock School must determine if a gift meets the criteria for acceptance. In general, a charitable contribution is a gift that has three essential elements: donative intent, delivery and acceptance. Plymstock School would therefore not accept any of the following where the donation:

- Was known to be associated with criminal sources.
- Would help further the donor's personal objectives, which conflict with those of Plymstock School and the local community.
- Would lead to possible decline in support for Plymstock School, and so risk a fall in resources available to fund our objectives.
- Would otherwise significantly damage our reputation.
- May harm relationships with partners, donors or key stakeholders.

Plymstock School would accept donation and support if;

- The gift substantially benefits Plymstock School, its students and community and their overall objectives.
- The gift is complete, voluntary and unconditional. In addition, there should not be any substantial benefit transferred to the donor in return for the gift.
- The gift is free of discriminatory, illegal and unreasonable restrictions on the use of donated items

When a contribution is pledged, delivery and acceptance do not occur until payments on the pledge are received. Other procedures may apply depending on the type of gift.

Gift Acceptance Policy for Financial support:

1. Policy Statement

Plymstock School will accept financial support. Donors may restrict the purpose of their gift in some circumstances e.g. for the purpose of Faculty Specific support, Outdoor Learning, Arts and Culture, Employability and Experiences, to name just a few. Donors should enclose documentation associated with the gift for appropriate consideration. Without written confirmation of the donor's intent, all gifts will be considered as unrestricted.

2. Financial Contributions

a) Cash

Generally, gifts of cash are received during Plymstock School community events and pledges.

b) Cheques

Contributions made by cheque should be made payable as follows:
Plymstock School

c) Credit Cards

Plymstock School accepts Visa and MasterCard as payment for a contribution.

3. Procedures

a) Timely Receipt and Acknowledgement

All financial and non-financial gifts accepted and received by Plymstock School will be processed and acknowledged in a timely manner in accordance with procedures developed by the appropriate staff members.

b) Restrictions

If a donation is restricted for a specific purpose, a copy of the donor's restriction will be submitted to the Finance Department and School Business Manager.

c) Contribution

All contributions made by donors will be acknowledged on receipt by the appropriate staff members. Unless told that the donation is to remain 'anonymous', the appropriate staff members may use the patron/company name in external documents and editorial. If a company is making a donation and recognition is offered, all artwork should be received in a high resolution format as either, jpegs, tiffs or PDF files. All recognition is to be supplied or submitted to Plymstock School on the day of the donation, unless agreed otherwise.

d) Gift Acceptance Policy for Gifts-In-Kind Policy Statement

Plymstock School will accept donations of gifts-in-kind for the events or in response to other fundraising initiatives. Once donated, Plymstock School will value and keep all profits unless agreed otherwise with the donor.