

# Wycombe Royal Grammar School Foundation

## CODE OF PRACTICE IN FUNDRAISING

### **1. Introduction**

#### **1.1 Scope of the Code**

This Code applies to the Wycombe Royal Grammar School Foundation (WRGSF), which is a charity registered in England and Wales (310627). The Code applies to all fundraising as defined below.

#### **1.2 Fundraising**

For the purposes of this code, fundraising covers all of the income generation activities of WRGSF excluding non-charitable trading and contracts for services with publicly funded bodies.

The fundraising function includes aspects of marketing, financial planning and management, operational planning and a wide range of specific skills and expertise.

### **2. The Need for a Code of Practice**

The vast majority of fundraising activities carry with them a responsibility for proper financial and operational management. Fundraising should be undertaken in such a way that it:

- Fosters confidence amongst donors, stakeholders, staff, volunteers and the general public.
- Protects and enhances the reputation of WRGSF.
- Harmonises with and reflects the mission and values of WRGSF and its main beneficiary, the Royal Grammar School High Wycombe.

### **3. Fundraising Principles**

The Code relating to the fundraising activities of WRGSF should be grounded upon the following principles:

- That all WRGSF bodies should approach fundraising in a spirit of openness and consultation.
- That all fundraising materials and methods should represent honest statements of purpose.
- That all fundraising materials and methods should embody the brand values whilst not compromising fundraising effectiveness.
- That all fundraising expenses should be clearly recorded and kept to a minimum

- consistent with effective management.
- That no pressure or other forms of coercion should be used to elicit funds from any source.
  - That all fundraising activities should be undertaken within the law and conform to the highest levels of professional and ethical standards.

## **4. Fundraising Practices**

### **4.1 Presentation**

- There should be no misrepresentation in communicating present and future plans of WRGSF bodies.
- Individual case studies may be used to promote fundraising objectives provided that permission is given, and the individuals themselves are not exploited or perceived to have been exploited in pursuit of those objectives.
- Published financial and other information should present the results of WRGSF's work in clear terms and should display a concise, accurate and comprehensible picture of the organisation.

### **4.2 Responsibilities**

- The requirements and expectations of donors should be respected, especially those relating to any expressed wish to remain anonymous.
- The functions and responsibilities of fundraisers, whether employed or contracted, should conform to the code's guidance.
- The presentation of accounts should fulfil the requirements of SORP and expenditure on services and other functions should be clearly identified. Expenditure on fundraising should normally be kept within a target ceiling of 20% of fundraising turnover.
- Money donated for a specific purpose must be used for that purpose. If this is not possible it must be returned within a reasonable timescale unless agreement can be reached on a change of use.
- Donations will be solicited and received within the guidelines set out in the WRGSF Acceptance of Gifts Policy and Sponsorship Policy.

### **4.3 Fundraising Methods**

Any approach to fundraising pursued by a WRGSF body should conform with this code.

- The methods used to attract funds should not misrepresent the case for which those funds are required. No pressure or other forms of undue persuasion should be used to elicit donations or other forms of support from any source.
- The use of unsolicited approaches to potential donors or funders should be examined in conjunction with this Code and the WRGSF Acceptance of Gifts Policy and Sponsorship Policy before any action is taken.

- WRGSF bodies shall not disclose (except as may be required by statute or law) or make use of information given or obtained in confidence from the donating public or any other source without express prior consent.

#### **4.4 Staff and Volunteers**

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

- adhere to the provisions of this code;
- 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 Foundation any actual or apparent conflict of interest; and not accept donations for purposes that are inconsistent with the Foundation'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 Foundation's practices that apply to non-fundraising personnel.

#### **5. Rights of Donors**

The WRGSF is committed to our donors and supporters. Donors and prospective donors are entitled to the following, promptly upon request:

- the most recent financial statements;
- confirmation of the charitable status of the Foundation;
- a copy of this code of practice
- A copy of the Donor Charter