



Woodbrook Vale School Policy Document

Fundraising Policy

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Contents

	Page
Statement of Intent	1
How this Relates to National Guidance and Statutory Requirements	1
Roles and Responsibilities	1
Approval of Fundraising	2
Donors' Rights	2
Soliciting Funds	3
Accepting, Declining or Repaying Funds	4
Funds Raised	5
Financial Accountability	5
Complaints	6

Policy Overview

Statement of Intent

At Woodbrook Vale School fundraising is seen as a legitimate means of improving the school's ability to purchase goods, equipment or services, which can be used to achieve the aims of the Trust and its schools. Our fundraising approach is to act fairly, transparently and ethically, and in line with The Code of Fundraising Practice.

Donating money, services, time or equipment, or actively raising funds is a positive way for the community to support the school. This policy should be adhered to by all those involved in soliciting and raising funds on behalf of the school.

Donation means a contribution that is voluntarily transferred by one person to another, without compensation or benefit flowing from the giver to the receiver. Generally, donations are irrevocable, and, beyond a possible designation of use, the donor does not impose contractual requirements or subsequent reports as a condition of the donation. The term donation in this policy includes sponsorship and gifts.

Fundraising is the active process carried out by the Trust or a school, including making grant application bids.

1. How this Relates to National Guidance and Statutory Requirements

1.1. This policy has due regard to all relevant legislation and statutory guidance including, but not limited to, the following:

- General Data Protection Regulation (GDPR)
- Data Protection Act 2018
- Charities Act 2011
- The Charity Governance Code
- The Code of Fundraising Practice
- ESFA Academies Trust handbook

1.2. This policy operates in conjunction with the following school policies:

- Anti-Fraud, Bribery and Corruption Policy
- Complaints Policy
- Conflicts of Interest Procedures
- Charging and Remissions Policy
- Data Protection Policy
- Whistleblowing policy

2. Roles and Responsibilities

2.1. The board of trustees is responsible for:

- Ensuring the correct procedures are in place and are followed for all fundraising activities.
- Confirming that all fundraising activities are approved before they commence.
- Ensuring that all funds raised are accounted for and audited.
- Ensuring money is spent in accordance with agreements made with donors and fundraisers, and is validated properly.
- Ensuring the school's fundraising activities are compliant with the fundraising approach it has set, the wider law and best practice.
- Deciding whether the school will accept, decline or repay donations.
- Acting with reasonable care and skill in the best interests of the school and managing the school's resources responsibly.

2.2. The Headteacher is responsible for:

- Approving all fundraising activities, regardless of the potential amount to be raised, ensuring they are relevant to the aims of the school.

2.3. The School Business Manager (SBM) is responsible for:

- Monitoring all fundraising activities to ensure they comply with the school's procedures, this policy and the Code of Fundraising Practice.
- Reporting all fundraising approvals and activity to the FGB.

2.4. Fundraisers are responsible for:

- Submitting requests for the approval of fundraising activities to the SBM.
- Not soliciting any funds until approval has been obtained from the Headteacher.
- Disclosing any actual or apparent conflict of interest when participating in fundraising activities.
- Acting with fairness, honesty, integrity and openness when carrying out fundraising activities.
- Not accepting donations for purposes that are not consistent with the school's objectives.

Policy in Detail

3. Approval of Fundraising

3.1. Fundraising will be recognised if it is consistent with the school's aims.

3.2. All fundraising in the school's name that takes place both inside or outside the school must be approved in advance by the Headteacher, regardless of the potential amount to be raised. The School Business Manager will report all approvals to the School Finance and Buildings committee of the board of trustees.

3.3. Where a member of staff becomes aware that an external body is raising funds on behalf of the school, the Headteacher must be notified so that the fundraising can be approved, and the school can accept the donation.

Submissions for the approval of fundraising will outline:

- The reasons why the funds are being raised.
- How the funds will be raised, e.g. donations to 'Parent Pay'
- The capital and revenue costs.
- A proposed source of funding (if it is additional to that covered by the planned fundraising activities).
- If money is being raised for new equipment, a timescale for within which the current equipment will be replaced.
- Details of any risk assessments that will need to be conducted.
- A timescale for completion.

3.5. Any member of staff who wishes to initiate small-scale funding projects (less than £100) that are linked to curriculum objectives will confer with the School Business Manager before these commence. These activities may fall outside the remit of this policy, (e.g. raising funds for another charity) but the School Business Manager must be informed to ensure the school's financial procedures are maintained.

4. Donors' Rights

4.1. Upon request, donors and prospective donors are entitled to receive a copy of this policy. If a copy of the Trust's most recent annual reports and financial statements is requested, these can be obtained free of charge from Companies House online.

4.2. The school will take account of the needs of donors who may be vulnerable or need additional support to make an informed decision about a donation. The school will not take advantage of credulity, lack of knowledge or the apparent need for support or vulnerable circumstance of any donor.

4.3. Upon request, donors and prospective donors are entitled to know whether an individual soliciting funds on behalf of the school is a volunteer, employee or contractor working for a paid third-party organisation. Donors are also entitled to know whether the individual is receiving remuneration for fundraising.

4.4. If a donor requests to remain anonymous, their privacy will be respected.

4.5. Donors must be treated with respect – every effort will be made to honour their requests regarding the frequency of fundraising solicitations and the format these solicitations take.

4.6. Donors' personal data obtained for the purpose of fundraising solicitations will be processed, stored and accessed in accordance with the Trust's and school's GDPR policies.

4.7. If donors or prospective donors request to opt-out of receiving promotional fundraising materials or from the processing of their personal data, the request will be honoured, and no further communication will take place. This excludes general appeals through the newsletter or the website.

4.8. If circumstances change, donors may request the repayment of part or all of their donation. It is for the board of trustees to decide whether a donation will be repaid (see section 6 of this policy).

5. Soliciting Funds

5.1. Publicity and promotional activities will be truthful, provide an accurate description of the activities and intended use of donated funds, and respect the privacy of those who benefit from the activities.

5.2. Donors and prospective donors will be provided with an option to opt-out or to withdraw consent for either receiving or being included in promotional materials. This excludes general appeals through the newsletter or the website.

5.3. The school's fundraising materials:

- Will not be indecent, offensive or carry intent to cause distress or anxiety. - Will not contain copyrighted material, watermarks or other intellectual property without the owner's permission.
- Will disclose the school's registered name and full contact information for the school and department involved.
- Will not imply that funds are being raised for a specific purpose if this is not the case.
- Will be clear on whether funds are being raised for the school or another purpose, and in what proportions.
- Will be legal, honest and truthful and in compliance with the rules outlined in Committee of Advertising Practice Code and Broadcasting Committee of Advertising Practice (BCAP), as appropriate.
- Will not be misleading, e.g. due to inaccuracy.
- Will not cause offence.

The school will not solicit funds:

- From individuals who have clearly indicated that they do not wish to engage in the activities.
- If it has reasonable grounds for believing an individual is in vulnerable circumstances and is unable to make an informed decision to donate.
- From individuals who have chosen not to receive fundraising contact through the fundraising preference service.
- Through electronic means without explicit consent to do so.
- Via telephone.

6. Accepting, Declining or Repaying Funds

6.1. Parent donors will be able to make their gift through parent pay and confirm through its use that there are no conditions attached to the donation.

6.2 All other donors should be requested to put the details of their gift in writing stating that it has no conditions attached, and (where relevant) include their estimation of the value of the gift (if not in monetary form) and when or how the school will receive the gift.

6.2. The ultimate decision for accepting, declining or repaying funds raised lies with the SFB Committee of the board of trustees.

6.3. The SFB Committee of the board of trustees will act in the best interests of the school when deciding to accept or refuse a donation.

6.4. If funds are raised or donated for purposes that are not consistent with the values of the school, the school will decline to accept them.

6.6. For a donor proposing to donate a sum that exceeds £5,000, the school will take the following steps in advance of the donation being accepted:

- Establish whether there are any potential risks to the school's reputation - Determine what payment arrangements are proposed and whether they raise concerns about the source of funds
- Record the terms of the donation in a formal agreement
- Confirm the identity of the donor

6.7. Consideration will always be given as to whether any donation is involved with or linked to a suspicious transaction.

6.8. Donations will be accepted electronically or via cheque.

6.9. The SFB Committee of the board of trustees may decline a donation if it believes it:

- Creates unacceptable conflicts of interest.
- Exposes the Trust or the school to undue adverse publicity or reputational risk.
- Causes other damage, including financial damage e.g. by deterring other donors
- Involves concerns about the legality of the source of funds or the ability to identify the donor.
- Involves a suspicious transaction, e.g. a fee is requested to release the donation.
- Will not contribute to the aims of the school or the Trust.
- Consists of goods, property or services which the school cannot lawfully use.
- May require action that is potentially illegal.
- Is dependent on the fulfilment of unacceptable conditions applied by the donor, e.g. conditions which would place the assets of the school in inappropriate risk.
- Harms the school's relationship with other stakeholders.
- Involves a request which would breach other policies and procedures of Woodbrook Vale School.

6.10. Donations will not be accepted if the SFB Committee of the board of trustees suspects a prospective donor lacks capacity to make an informed decision about a donation. The school will return any donations by donors whom the school believes lacked the capacity to make an informed decision at the time of donating.

6.11. If circumstances change and the donor requests the repayment of part or all of a donation, the ultimate decision lies with the SFB Committee of the board of trustees.

6.12. Donations, once accepted, should not normally be returned unless there is a legal obligation to return it, e.g. the conditions attached to the donation require the return of the donation in certain circumstances.

6.13. Donations will only be refunded in line with school policies or in exceptional circumstances. Where it is not lawful to return a donation, the school will take advice from legal advisers before doing so.

7. Funds Raised

7.1. All funds raised are given to the School finance office to be recorded, counted and banked.

7.2. All funds raised will be counted by two different people, to ensure accuracy.

7.3. Funds raised must be kept in the school safe until they are banked, and should be banked at the earliest opportunity.

7.4. Fundraisers will not exploit their position for personal gain and must adhere to the school's Staff Code of Conduct and Employee handbook sections relating to anti-fraud and anti-bribery when taking part in fundraising activities.

7.5. All funds will be used for the purpose for which they were raised and within the timeframe that is agreed.

7.6. If a fundraising event is cancelled, donors will be informed and asked to agree to a change of use of funds or timescale, or to a repayment of funds.

8. Financial Accountability

8.1. All donations will be used to support the objectives of the Trust or the school.

8.2. The school will seek to respect any non-binding wishes expressed by the donor as to the use of the donation, providing they are consistent with the Trust and school's objectives.

8.3. Donations will be accounted for so that their receipt and subsequent expenditure or transfer to other funds can be readily identified and reported.

8.4. Monetary gifts will be recorded at value in the school's accounting system

8.5. Physical gifts in kind will be included in the school's accounting system in the accounting period in which they are receivable. The value placed on physical gifts in kind will be either a reasonable estimate of their gross value to the school or (less likely) the amount actually realised as in the case of second-hand goods donated for resale. The key valuation test for a gift in kind is "what would the school be prepared to pay to purchase the asset?" For example, if the school wants a mid-range PC and is given a high-spec PC, then the valuation of that gift should be based on that of a mid-range PC.

8.6. All records relating to the valuation of a gift must be retained and reported to the SFB committee of the board of trustees, and may be requested by the Trust's auditors.

8.7. As a rule, discounts are not acceptable as "gifts" and should not be recorded as income. This is because under accounting standards, discounts are not accounted for as income but as a reduction in expenditure. As the Trust and school is required to obtain value for money, the offer of discounts should be taken into account in making purchasing decisions.

8.8. Full records of receipt of business contributions will be retained, as the auditors will require evidence of receipt.

8.9. The cost effectiveness of the school's fundraising activities will be reviewed regularly by the SFB committee of the board of trustees to ensure that:

- The fund concerned is being correctly operated in accordance with the fund objectives.
- The financial statements produced by the School Business Manager are correct.

9. Complaints

9.1. Any concerns regarding the school's fundraising arrangements will be discussed initially with the School Business Manager.

9.2. When dealing with complaints, the school will ensure these are:

- Investigated thoroughly and objectively to establish the facts.
- Responded to fairly, proportionately and appropriately.

9.3. The school has a clear Complaints procedure published on its website which also applies to any third-party fundraising on its behalf.

9.4. All complaints regarding the school's fundraising procedures will be dealt with in line with the school's Complaints Procedures Policy.