

Fundraising Statement

St Helen's School

September 2020

St Helen's School Fundraising Statement

1. St Helen's School is registered with the Fundraising Regulator and agrees to the commitment made to donors and the public as set out in the Fundraising Promise. More information can be found via www.fundraisingregulator.org.uk.
2. St Helen's School welcomes offers of donations of all sizes which enable its continuing development over the long term. St Helen's School is a registered charity, number 312762. Donations must be freely given with no expectation of anything in return other than due thanks and recognition. The School is pleased to accept lawful donations which are given in good faith and which are compatible with the School's aims, values and strategic objectives. The School will not accept donations when a condition of acceptance would compromise its autonomy, integrity and reputation.
3. The purpose of this statement is to give prospective donors the greatest freedom possible in formulating their gifts, whilst safeguarding the best interests of St Helen's School; it seeks to outline:
 - a. the principles by which St Helen's School Development Office will or will not pursue potential donations,
 - b. how vulnerable donors will be treated fairly,
 - c. outline what a donor can expect in terms of thanks and recognition,
 - d. establish guidelines governing potentially controversial gifts or donors,
 - e. establish a clear complaints procedure should a complaint relating to a fundraising activity arise.
4. Annexed to this policy is the School's Donor Management and Recognition Guidelines (Annex A) and a table outlining the donor recognition levels (Annex B).

Ethical Fundraising Principles

5. Fundraising solicitations on behalf of St Helen's School will:
 - a. be truthful;
 - b. accurately describe the intended use of donated funds;
 - c. be made in accordance with the law; and
 - d. abide by the standards for good fundraising practice as set out in the Fundraising Code of Practice by the UK Fundraising Regulator and the Fundraising Regulator's Promise.
6. Volunteers and employees who solicit funds on behalf of the school shall:
 - a. adhere to the provisions of these guidelines;
 - b. act with fairness, integrity, and in accordance with all applicable laws;
 - c. adhere to the provisions of any applicable professional codes of ethical practice which apply to them as individuals including the Fundraising Regulator's Promise;
 - d. cease solicitation of a prospective donor who identifies solicitation as harassment or undue pressure;
 - e. not exploit the credulity, lack of knowledge, apparent need for care and support or vulnerable circumstances of any existing supporters or potential new supporter at any point in time;
 - f. disclose immediately to the Headmistress and Governing Body any conflict of interest; and
 - g. not accept donations for purposes that are inconsistent with the school's strategic and educational objectives.
7. Paid fundraisers, whether employed staff, short-term contractors or consultants, will not be paid finders' fees, commissions or other payments based on either the number of gifts received or the value of funds

raised. They will be compensated by a salary, hourly wage or fee. Their compensation will be consistent with the school's policies and practices that apply to non-fundraising personnel.

8. Any donor records held by St Helen's School Development Office will be maintained in accordance with the school's data protection policy which can be found on the school website. The school will not sell its donor and alumnae lists and contact details.
9. If an individual wishes to make a complaint about the School's fundraising, the school's complaints procedure will be followed (see page 6). The Governing Body will be informed at least annually of the number and nature of any complaints received from donors or prospective donors about matters that are addressed in these guidelines.

Dealing with Vulnerable People

10. It is our policy not to exploit the credulity, lack of knowledge or inexperience of any supporter (or potential supporter). We are committed to the highest standards in fundraising activity and follow the Institute of Fundraising's (IoF) Code of Practice. When dealing with vulnerable people, we will have specific regard to the IoF Guidance Note, "Treating Donors Fairly – Guidance for Fundraisers: responding to the needs of people in vulnerable circumstances and helping donors make informed decisions."
11. We have defined a vulnerable person to be someone who:
 - a. is under the age of 18;
 - b. is an individual who by reason of mental, physical or learning disability, age or illness is unable to protect themselves;
 - c. is in need of additional support to make an informed decision [to donate]; or,
 - d. may not have the mental capacity to make a decision [to donate].
12. Fundraisers need to be patient, clear in their language and transparent in why the communication is happening. If they have reasonable grounds for believing the person is vulnerable then the communication should be curtailed and no donation accepted.
13. If the school receives information that a supporter has become vulnerable and has either made a recent decision about their support to St Helen's or wishes to review their support more generally the Development Office will make best efforts to receive evidence of the vulnerability and reverse any decision and return any donations from the date the vulnerability has been acquired in line with the donor's request and/or the person that has the authority to act for the donor.

Donor Thanks and Recognition

14. Formal acknowledgement of all donations will be sent to each donor upon acceptance of the gift.
15. Unless the donor wishes to remain anonymous, the donor's name will normally be listed in the annual donor report, on the School website and may also appear in other print and online materials prepared by the Development Office. The amount given will not normally be stated, and will only ever be specified with the donor's written consent.
16. In cases where a donor wishes to remain anonymous, such anonymity will be respected for all public purposes. The School will, however, disclose details of any donor where it is required to do so by law, by any governmental or other regulatory authority, or by order of a court. The identity of anonymous donors will be known only to the Headmistress, the Development Director and the Chair of Governors, and to those school staff who process the gift.

17. Most donors wish to hear about the progress of the activity they have supported. The annual donor report will provide feedback about the use of donations received over the previous year. This may include case studies.
18. The School has separate Donor Management and Recognition Guidelines (See Annex A) which set out these arrangements more fully for internal management purposes.

Gift Acceptance

19. The Governing Body encourages the solicitation and acceptance of gifts and grants that enable it to fulfil its strategic objectives. Gifts may be sought from individuals, corporations, and foundations. They will be sought only for purposes that have been approved by the School's Governing Body.
20. The School is legally obliged to adhere to the terms and conditions of every gift. For this reason, the terms of each gift must be considered with the utmost care to be sure they are feasible, do not unduly hamper the usefulness and desirability of the gift, and are in accordance with the school's policies.
21. The School is unable to accept gifts which are too restrictive in purpose or inconsistent with the stated academic purpose, priorities and strategic objectives of St Helen's School.
22. Gifts that may expose St Helen's School to adverse publicity, require expenditure beyond the School's resources, or involve the school in unexpected responsibilities because of their source, condition, or purposes, will not be accepted.
23. Gifts received by St Helen's School must not inhibit it from accepting gifts from other donors. The School also cannot accept gifts which involve unlawful discrimination on any basis. Gifts that may result in current or future financial obligations for the School or that will have an impact on school facilities and grounds will require prior approval of the Governors. Gifts that involve naming a school facility will also require approval of the Governors.

Potential Gifts Which May Have a Controversial Dimension

24. The following issues should be considered for all potential gifts and prospective donors which may have a controversial dimension:
 - a. Would acceptance of the potential gift be inconsistent with the School's strategic and educational objectives?
 - b. Is there published or other credible evidence that the proposed gift will be made from a source that arises from an activity that:
 - i. Evaded taxation or involved fraud?
 - ii. Violated international conventions that bear on human rights?
 - iii. Was illegal in whole or part?
 - iv. Is inconsistent with the values and reputation of St Helen's School?
 - c. Is there evidence that the proposed gift or any of its terms will:
 - i. Require action that is illegal?
 - ii. Damage the reputation of the School?
 - iii. Create unacceptable conflicts of interest?
 - iv. Harm the School's relationship with its stakeholders (e.g. donors, parents, pupils, staff, and alumnae)?

25. If the Development Director considers that the answer to any of the above questions might be yes, it is the Development Director's responsibility, at the earliest possible stage, to alert the Headmistress. In consultation with the Chair of Governors, the Headmistress will then decide whether or not further discussion should be pursued with the potential benefactor.
26. The Chair of Governors may at this stage decide to convene an ad hoc Gift Acceptance Committee comprising of the Development Director, the Headmistress, the Business Director and at least two Governors. Prior to any meeting of the Gift Acceptance Committee, the Development Office will provide members with a briefing, including reasonable due diligence on the donor. Appropriate professional research will be undertaken on potential donors to address issues of reputational risk if there are any concerns about the identity of the donor. Gifts are not accepted where the sources are unknown to the Development Office or cannot be verified.

Use of Different Types of Gift

Unrestricted gifts

27. Unrestricted gifts are those placed at the immediate disposal of St Helen's School. They may be expended at the Headmistress's discretion on any purposes that are in line with the School's aims, values and strategic objectives.

Restricted gifts

28. Restricted gifts are placed at the immediate disposal of St Helen's School and must be expended on purposes defined by the donor, such as means-tested bursaries or to support a capital project. They are accepted according to the terms outlined in this policy. Donor restrictions are accepted only when they do not add unapproved budgetary or administrative burdens on St Helen's School.

Real estate

29. The School may accept a donation or legacy of unencumbered property. The Governing Body has a legal responsibility to act always in the best interest of the School. Donors should be aware that this may involve selling any donated land or property and using the proceeds to advance the School's strategic and educational objectives. For this reason donors considering donations or legacies of real estate are encouraged to consult the Development Office at an early stage.

Gifts of other tangible personal property

30. Donations of jewellery, artwork, collections, and equipment may be accepted. Donors should be aware that the School has limited space and is not able to expend funds on additional storage facilities of a specialist nature or offsite without Governors' approval. For these reasons the School reserves the right to sell any donated tangible personal property. Such items will not be sold for as long as the Governors deem the donation to have an educational purpose related to the mission of the School. The School will follow all HMRC guidelines in connection with disposing of donations of tangible personal property and filing of appropriate tax reporting forms.

Legacies

31. A legacy is a gift of any amount or form made to St Helen's School in a donor's will. Legacies may be residuary, pecuniary, specific legacy bequest, or reversionary.

Note on legacies: Donors should be aware that over the (sometimes many) years following the establishment of a legacy gift, the needs, policies, and circumstances of St Helen's School can change in unforeseen ways. The Governors must have the flexibility to make use of funds in the best interests of the School, while doing so in accord with donor interests

and specifications. For this reason, donors are advised to describe the specific purposes of their gifts as broadly as possible and to avoid detailed limitations and restrictions. Donors considering legacies for a specific purpose are encouraged to consult the Development Office at an early stage.

Complaints Procedure

32. St Helen's School is committed to delivering a high standard of service to anyone who engages with our fundraising work. We are therefore keen to hear from anyone who believes the School has fallen short of these high standards.

33. Individuals or organisations can provide feedback to our Development Director on our fundraising activities by email to development@sthelens.london or contact us by telephone on 01923 843210. Alternatively, you can write to the following address:

Development Director
St Helen's School
Eastbury Road
Northwood
HA6 3AS

34. Our Development Office will acknowledge and provide an initial response to your feedback within 10 working days of receiving it. Whilst we expect to be able to resolve most complaints within that timeframe, if we need to conduct a more in-depth investigation, we will aim to provide you with a full response within 20 working days. If we are unable to meet that deadline due to exceptional circumstances, we will of course let you know.

35. If you are not happy with the response you receive, you can escalate your concerns to the Business Director at St Helen's School, via the above address or phone number, who will consider the matter in more detail.

36. We aim to resolve complaints about our fundraising activities within 4 weeks but if the issue is not resolved to your satisfaction, you can ask the Fundraising Regulator to consider it by:

- submitting your complaint through the Fundraising Regulator website <https://www.fundraisingregulator.org.uk/make-a-complaint/complain-about-a-fundraising-approach>
- Contacting the Fundraising Regulator on 0300 999 3407

37. Further details about the Fundraising Regulator and their Complaints Procedure may be found at <https://www.fundraisingregulator.org.uk>.

Authorised by	Executive Committee
Date	July 2020
Effective date of the policy	1 st September 2020
Date of Next Review	July 2021

Annexure A

Donor Management & Recognition Guidelines

Introduction

These guidelines, on donor management and recognition, cover the following areas of activity:

1. Gift acceptance and management
2. Acknowledgment
3. Donor recognition and naming opportunities
4. Reporting
5. Stewardship
- 6.

A grid, summarising the recognition, reporting and stewardship activities for different levels of donor, can be found at Annex B. These guidelines should be read in conjunction with the School's Fundraising Statement.

Gift Acceptance and Management

The School welcomes offers of donations of all sizes, whether unrestricted or in connection with specific projects, thus enabling continuing development over the longer term.

On receipt of a gift, the details recorded in the donor's record on the St Helen's School Development Office database will include, but are not restricted to: amount of gift, date, whether or not it is eligible for Gift Aid, purpose for which it has been given and the mechanism by which it was given.

The Development Office will work with the Business Director, the Senior Management Team and the Governors to ensure the gift is used according to the reasonable wishes of the donor, subject to any unforeseen changes in circumstances, policies or needs since the gift was made.

Acknowledgment

The Development Office will normally acknowledge the gift in writing within two working days of receipt of the gift. For gifts of £5,000 or more, the donor will receive an additional letter from either the Headmistress or the Chair of Governors as soon as is practicable.

Donor Recognition and Naming Opportunities

Building projects

In the case of capital projects, donors giving at least 50% of the fundraising target will be given the opportunity to discuss the most appropriate form of recognition. There will often be additional naming rights for lower level giving, attached to rooms or other aspects of the building. The relevant giving levels will be agreed before the start of any capital campaign.

Bursaries

A donor will normally be given the opportunity to name a bursary if it is at or beyond the following levels:

- 50% of school fees for a pupil from Year 7 to Year 13 inclusive
- 100% of school fees for a GCSE or sixth form pupil

Donors who support bursaries will receive the annual giving report, which will always include at least one case study of a bursary recipient and/or a general report on the progress of bursary recipients within the School.

Naming opportunities

The Governing Body reserves the right to remove a donor's chosen name from any aspect of school facilities or activities should it be found to have a controversial dimension or risk damaging the reputation of the School.

Reporting

A list of all donors who have given to the School within a given year will be published in the annual Donor Report, which will also be published on the school's website.

The Donor Report will provide information on any projects funded or part-funded by voluntary giving in the preceding year. It may include a case study of a bursary recipient or a general report on how the latest cohort of bursary recipients is progressing. It may also include profiles of selected donors.

The School will, from time to time, and in agreement with the donor, issue press releases detailing particular gifts to local, specialist and even national media.

Whenever a list of donors is to be published, the Development Office will:

- I. Check first whether any donor has expressed a wish to remain anonymous and abide by their wishes; and
- II. Verify exactly how each donor wishes their name to appear.

Stewardship

All donors will be included on the mailing list for *Profile* magazine and the annual Donor Report. They will also receive a handwritten Christmas card from the Development Office and be invited to an annual drinks reception in any year that they make a gift.

The 1899 Society

The School has established The 1899 Society for all donors whose donations have been received and that cumulatively the gift received (including Gift Aid where appropriate) equals or exceeds £1,889, and for those individuals who have indicated they intend leaving a gift to the School in their will. It has four levels of membership:

1. Member
For those who have a giving total between £1,899 and £4,999
Members will be invited to the annual donor drinks reception for two years after their gift is received, will receive *Profile* magazine and the Donor Report. They will also receive a handwritten Christmas card from the Development Office each year and their name recognised in line with the appropriate donor recognition process in place at the time.
2. Patron
For those who have a giving total between £5,000 and £19,999
In addition to the above, Patrons will be invited to another event in the school calendar (musical, sporting or dramatic), which will be preceded or followed by a drinks reception or buffet supper hosted by the Headmistress or Chair of Governors in the year that they make this gift.

3. Benefactor

For those who have a giving total exceeding £20,000

In addition to the above, Benefactors will be invited to the Founder's Day Service and lunch beforehand for two years after their donation was received. They will also receive a Christmas card from the Headmistress every year.

4. Founding Benefactors

Those who give £100,000 or more

In addition to the above, Founding Benefactors will be invited to the Speech Day Service and the lunch beforehand as well as honoured each year during the Speech Day Service for five years.

Those who have indicated they intend making a legacy gift to the school will be offered the appropriate level of membership. When the value of someone's intended legacy is unknown, they will be invited to join at level I (Member).

Annex B Donor Recognition Table

Action category	Action by St Helen's	New donors in the year	Ongoing donors to the Development Fund	Members of The 1899 Society - £1,899 and £4,999	Patrons of The 1899 Society - £5,000 and £19,999	Benefactors of The 1899 Society - £20,000	Founding Benefactors of The 1899 Society - £100k +
Thank you letters	Letter from DD	*		*	*	*	*
	Letter from Headmistress / Chair of Governors				*	*	*
Christmas Card	From DD	*	*	*	*	*	*
	From Headmistress					*	*
Reporting	Donor Report	*	*	*	*	*	*
	Donor list in donor report	*	*	*	*	*	*
	Individual Donor Report						*
Communications	Profile	*	*	*	*	*	*
	Donor Report	*	*	*	*	*	*
Events	Annual drinks reception	*	*	*	*	*	*
	Musical, dramatic or sporting event and reception				*	*	*
	Founders' Day lunch and Service					*	*
	Speech Day lunch and service						*
Permanent recognition	Name recognised in line with the appropriate donor recognition process in place at the time			*	*	*	*
	Mention during Speech Day Service						*