



Fundraising and Donations Policy

Version 1

Status	Non-Statutory
Responsible committee/Individual	Trust Board
Author	CFO
Target Audience	All stakeholders
Date Policy Agreed	July 2025 (Version 1)
Review Date	July 2026

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Policy Overview

Statement of Intent

At Brighter Futures Learning Partnership Trust, fundraising is seen as a legitimate means of improving a 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 public to support the Trust. This policy should be adhered to by all those involved in soliciting and raising funds on behalf of the school or Trust.

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
- Academy Trust Handbook

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

- Complaints Procedure
- Data Protection and Information Management Policy
- Declaration of Interests and Potential Conflicts of Interest Policy
- Financial Management Policy
- Health and Safety Policy
- Health and Wellbeing Policy
- Media Relations Policy
- Risk Assessment Policy
- Safeguarding Policy
- Social Media Policy
- Violence and Aggression to Staff Policy

2. Roles and Responsibilities

2.1. The **Board of Trustees** is responsible for:

- Monitoring the effectiveness of this policy.
- Ensuring that a fair and consistent approach is applied across the Trust.
- Deciding whether the school can accept, decline or repay contentious donations (see section 3 of the policy).

2.2. The **CEO/Headteacher/Principal** is responsible for:

- Approving all fundraising activities ensuring they are relevant to the aims of the school and Trust.
- Ensuring the correct procedures are in place and are followed for all fundraising activities.
- Ensuring that all funds raised are accounted for and reconciled.
- Ensuring money is spent in accordance with agreements made with donors and fundraisers.
- Ensuring the school's fundraising activities are compliant with the fundraising approach it has set, the wider law and best practice.
- Acting with reasonable care and skill in the best interests of the school and managing the school's resources responsibly.
- Identifying donations that may be contentious.

2.3. The **School Office Manager/Finance Manager** is responsible for:

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

2.4. **Fundraisers** are responsible for:

- Submitting requests for the approval of fundraising activities to the CEO/Headteacher/Principal.
- Not soliciting any funds until approval has been obtained from the CEO/Headteacher/Principal.
- 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.

Contentious Donations

3. How do we define contentious?

3.1. A donation is considered to be contentious if it falls within the scope of section 7.9 or 7.10 of this policy.

Policy in Detail

4. Approval of Fundraising

- 4.1. Fundraising will be recognised if it is consistent with the school's aims.
- 4.2. All fundraising in the school's name that takes place both inside or outside the school must be approved in advance by the CEO/Headteacher/Principal, regardless of the potential amount to be raised.
- 4.3. Where a member of staff becomes aware that an external body is raising funds on behalf of the school, the CEO/Headteacher/Principal must be notified so that the fundraising can be approved, and the school can accept the donation.
- 4.4. Submissions for the approval of fundraising will outline:
 - The reasons why the funds are being raised.
 - How the funds will be raised, e.g. collections or raffles.
 - 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.
- 4.5. 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 CEO/Headteacher/Principal before these commence. These activities may fall outside the remit of this policy, but the school's Office Manager/Finance Manager must be informed to ensure the school's financial procedures are maintained.

5. Donors' Rights

- 5.1. 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.
- 5.2. 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 circumstances of any donor.
- 5.3. 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.
- 5.4. If a donor requests to remain anonymous, their privacy will be respected.

- 5.5. 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.
- 5.6. 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.
- 5.7. 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.
- 5.8. If circumstances change, donors may request the repayment of part or all of their donation. It is for the **CEO** to decide whether a donation will be repaid (see section 7 of this policy).

6. Soliciting Funds

- 6.1. 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.
- 6.2. 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.
- 6.3. 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.

7. Accepting, Declining or Repaying Funds

- 7.1. All donors should be requested to **put the details of their gift in writing**; the fact it has no conditions attached (where relevant), their estimation of the value of the gift if not in monetary form and when the Trust or school will receive the gift.
- 7.2. The ultimate decision for accepting, declining or repaying funds raised lies with the Board of Trustees.
- 7.3. The Board of Trustees will act in the best interests of the school when deciding to accept or refuse a donation.
- 7.4. If funds are raised or donated for purposes that are not consistent with the aims of the Trust or the school, the school will decline to accept them.
- 7.5. The school will take the appropriate due diligence steps to confirm the identity of donors and any source of funds, which include:
 - Requesting two forms of ID from the donor.
 - A letter confirming the source of funds.
- 7.6. 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
 - The CEO/Headteacher/Principal will consult with the Trust
- 7.7. Consideration will always be given as to whether any donation is involved with or linked to a suspicious transaction.
- 7.8. Donations will be accepted electronically or via cheque.
- 7.9. 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 the Trust's Financial Management Policy.
- 7.10. Donations will not be accepted if the CEO/Headteacher/Principal suspects a prospective donor lacks capacity to make an informed decision about a donation. The school will return any donations by donors who the school believes lacked the capacity to make an informed decision at the time of donating.

- 7.11. If circumstances change and the donor requests the repayment of part or all of a donation, the ultimate decision lies with the Board of Trustees.
- 7.12. 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.
- 7.13. 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 Headteacher/Principal will seek advice from the Trust.

8. Funds raised

- 8.1. All funds raised are given to the school's Office Manager/Finance Manager to be recorded, counted and banked.
- 8.2. All funds raised will be counted by two different people, one of which will be the school's Office Manager/Finance Manager, to ensure accuracy.
- 8.3. Funds raised must be kept in the school safe until they are banked and should be banked at the earliest opportunity.
- 8.4. Fundraisers will not exploit their position for personal gain and must adhere to the school's Code of Conduct.
- 8.5. All funds will be used for the purpose for which they were raised and within the timeframe that is agreed.
- 8.6. 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.

9. Financial accountability

- 9.1. All donations will be used to support the objectives of the Trust or the school.
- 9.2. 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.
- 9.3. Donations will be accounted for so that their receipt and subsequent expenditure or transfer to other funds can be readily identified and reported.
- 9.4. Monetary gifts will be recorded at value in the school's accounting system.
- 9.5. 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.

- 9.6. The school may also receive the gift of 'time' or 'expertise' in the form of a service, and in certain circumstances, this may also need to be recorded as a donation – usually when somebody carries out an activity specific to a trade or profession for free. In such an instance, the valuation of the gift must be reasonable in relation to the cost a school would be prepared to have the task carried out commercially. Excluded from this would be volunteers helping out with reading or mowing the grass on school premises; also excluded would be those who assist the school as part of their normal job, like a police or fire officer giving talks to pupils.
- 9.7. All records relating to the valuation of a gift must be retained and reported to the Board of Trustees and may be requested by the Trust's auditors.
- 9.8. 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.
- 9.9. Full records of receipt of business contributions will be retained, as the auditors will require evidence of receipt.
- 9.10. The cost effectiveness of the school's fundraising activities will be reviewed by the Trust to ensure that:
- The fund concerned is being correctly operated in accordance with the fund objectives.
 - The school's financial records are accurate.

10. Complaints

- 10.1. Any concerns regarding the school's fundraising arrangements will be discussed initially with the Office Manager/Finance Manager.
- 10.2. When dealing with complaints, the school will ensure these are:
- Investigated thoroughly and objectively to establish the facts.
 - Responded to fairly, proportionately and appropriately.
- 10.3. The Trust has a clear Complaints procedure published on its website which also applies to any third-party fundraising on its behalf.
- 10.4. All complaints regarding the school's fundraising procedures will be dealt with in line with the Trust and school's Complaints Procedures Policy.

Policy Adoption

Fundraising and Donations Policy Agreed: 9 July 2025

Signed CEO of BFLPT – Helen-Redford-Hernandez

Date: 9 July 2025

Signed – Chair of BFLPT – Pippa Dodgshon

Date: 9 July 2025

Fundraising and Donations Policy to be reviewed: July 2025

Created: July 2025 (Version 1)

Appendix 1 Donation acceptance letter

Our ref:

Your ref:

Date:

Dear Sir/Madam

I am writing to thank you very much for your offer of an unconditional donation of £x to **[insert school name]**. The donation will be used to enhance the learning experiences of our students.

We have included our banking details below. We would be grateful to receive your donation online which is our preferred method of receipt.

Bank account name: Brighter Futures Learning Partnership Trust – **[insert school name]**

Account sort code: 20-26-63

Account number: **[insert account number]**

Once again thank you for supporting our work in educating our students.

Yours faithfully,

CEO/Headteacher/Principal