

# Pembroke College Fundraising Policy

## Introduction

Pembroke College, Oxford is a registered charity with the Charity Commission (charity number 1137498). Philanthropic support plays a vital role in achieving our mission of providing an exceptional academic and social experience for our students and academics, and we are only able to provide world-class teaching because of our fundraising. This policy outlines the principles and procedures that will guide our fundraising activities, adhering to the Charity Commission guidance (<https://www.gov.uk/guidance/charity-commission-guidance>) and the Fundraising Regulator's Code of Fundraising Practice (<https://www.fundraisingregulator.org.uk/code>).

## Core Values

- **Ethical Conduct:** We will uphold the highest ethical standards in all fundraising endeavours, ensuring compliance with legal and regulatory requirements. Transparency, honesty, and accountability will be paramount (Charity Commission guidance, CC20).
- **Donor Respect:** We value our donors and their generosity. We will cultivate relationships based on mutual respect, understanding their interests and ensuring informed giving (Code of Fundraising Practice, 1.1.1).
- **Good Stewardship:** Donations will be used responsibly and in accordance with donor intent. We will be transparent about how funds are used and the impact they create (Code of Fundraising Practice, 1.2.3).

## Fundraising Activities

- **Primary Audience:** Our primary focus will be on soliciting gifts from individuals with a connection to the College, including alumni, current and former members of the College community (staff, fellows, etc.), and friends of the College (Code of Fundraising Practice, 3.1).
- **Targeted Approach:** We may also approach charitable trusts, foundations, and corporations with a demonstrated interest in supporting our specific goals (Code of Fundraising Practice, 3.1).
- **Student Fundraising:** Fundraising by student groups will be permitted, adhering to University guidelines and the Code of Fundraising Practice (particularly sections 1.1.1, 1.1.2, and 1.2.2). Donations from current students will not be solicited in a way that could be perceived to influence academic standing or treatment by the College.

## Donor Relations

- **Communication:** We will maintain open communication with donors, keeping them informed about the College's priorities and the impact of their contributions (Code of Fundraising Practice, 4.1).
- **Gift Agreements:** Clear and written agreements will be established for all significant donations, outlining the intended use of the funds, any recognition offered to the donor, and compliance with Gift Aid regulations (if applicable) (Code of Fundraising Practice, 4.2).
- **Donor Preferences:** We will respect donor wishes regarding anonymity and the designation of their gifts (Code of Fundraising Practice, 4.3). Donors will have the right to request that

their names not be used for publicity purposes and to specify how their gifts should be used within the College's priorities.

### **Accountability and Oversight**

- **Gift Acceptance:** The College will have a transparent process for evaluating and accepting gifts, ensuring alignment with our mission, ethical standards, and Charity Commission guidance (CC20). Gifts that may compromise academic integrity, create conflicts of interest, or violate the Code of Fundraising Practice will not be accepted.
- **Financial Reporting:** We will maintain accurate records of all donations and adhere to best practices in financial management. Donors will have access to annual reports outlining how their contributions are being used (Code of Fundraising Practice, 5.1).
- **Review and Update:** This policy will be reviewed and updated periodically to reflect best practices, ensure its effectiveness, and comply with any changes in Charity Commission guidance or the Code of Fundraising Practice.

### **Conclusion**

By following these principles, Pembroke strives to build strong relationships with its donors, ensuring that their generosity has a lasting impact on the College and its students, all while upholding the highest ethical standards as outlined by the Charity Commission and the Institute of Fundraising.