



# King's Schools

## TAUNTON

### **Fundraising Code of Practice**

#### **Responsibility**

**Individual:** Director of Development

#### **Review**

**Last review date:** September 2018

**Next review date:** September 2020

## Fundraising Code of Practice

King's Schools Taunton Limited believes that fundraising from the Schools' constituents (parents, alumni, staff, governors and friends) as well as from companies and foundations is absolutely critical to increasing the financial resources needed to achieve the Schools' mission. In the course of fundraising, we promise our donors that:

We will:

- Be clear and truthful when stating our need for funds
- Fundraise only for purposes that are of strategic importance to our mission
- Operate fundraising appeals in a cost-effective manner
- Use fundraising strategies in accordance with the Fundraising's Regulator
- Spend donations prudently
- Construct a gift agreement if necessary
- Honour all restrictions placed on donations by donors
- Promptly acknowledge every donation
- Tell donors how we used their donation
- Respond promptly to donor questions
- Recognise donors appropriately and respect the wishes of those who wish to be anonymous
- Keep records of donations safe and confidential
- Adhere to requirements of the Data Protection Act 2018
- Keep administrative costs as low as practically possible
- Report fundraising income and expense accurately in our accounts
- Listen to and take all reasonable donor suggestions on board

We will not:

- Accept donations for purposes that don't advance our mission
- Deliberately mislead or confuse donors or prospective donors
- Bombard individuals with excessive requests to donate
- Pressurise donors or prospective donors to give
- Accept donations where we identify a potential conflict of interest with the donor
- Communicate with donors in ways which they tell us are unacceptable
- Solicit donations from individuals who have asked us not to do so
- Contact donors who are ill or vulnerable
- Sell or trade information about donors to third parties
- Pay commissions or other income-linked payments to fundraisers