

# ARU – Donor Charter

ARU's educational experience and world-leading research are focused on creating a positive impact on the individuals and communities we touch, both locally and around the globe. To maintain and extend the outstanding work of our students and staff, we rely on the generous support of our alumni, donors, stakeholders and friends.

We are immensely grateful for the support we receive, and to ensure that the rights of donors are respected, and that their donations are used as they intend, our Donor Charter sets out a framework of governance, stewardship, due diligence, and responsible donor engagement. This framework aligns with [ARU's Vision and Values](#), and our three Philanthropic Policies:

[Donation Acceptance](#)

[Ethical Fundraising](#)

[Due Diligence](#)

## Fundraising ethos

ARU wishes to build strong relationships with our donors, founded upon a mutual interest in enhancing students' educational experience, furthering our world-leading research, and delivering a positive contribution to society.

To this aim, we publicly commit to carry out all fundraising activities to the highest standards of ethical integrity, in line with international best practice. We also commit to the respectful treatment of all donors, and to the principles of good stewardship of their gifts, [aligned to the Institute of Fundraising's guidance on treating donors fairly](#).

## Donor engagement

ARU welcomes and relies upon philanthropic support to help deliver our strategic objectives, and we will seek to engage with potential donors who will support three core priorities:

1. Our students – widening participation and enhancing the educational experience
2. Our research – performing world-leading research that has a positive impact on our world
3. Our facilities – developing state-of-the-art learning environments

All communications that we make to potential donors will be truthful, transparent, fully compliant with UK charity law and relevant legislation, and will not put any individual under undue pressure to give.

ARU subscribes to the [Fundraising Regulator's Code of Fundraising Practice](#) and UK charitable legislation in accordance with the Charities Act 1992.

## **Gift administration**

All donor contact details, gift agreements and other relevant documentation will be maintained by ARU's Development Office, in full compliance with the Data Protection Act and the General Data Protection Regulations (GDPR).

A Gift Agreement must be completed for every gift to ARU of £10,000 and above.

For all proposed donations of £100,000 and above, a research profile and reputational analysis will be completed, and the proposed donation referred to and discussed by the Gift Acceptance Panel. This panel will comprise the Director of Marketing, Head of Fundraising, a nominated representative of Strategic Fundraising Group, and a member of the Vice Chancellor's Group.

For all proposed donations greater than £1,000,000, the information made available to the Gift Acceptance Panel and their recommendation will be taken to Panel 2 level, comprising Trustees, Governors and the Vice Chancellor. The proposed donation must be approved by Panel 2 before it is accepted.

## **Due Diligence**

All philanthropic gifts received by ARU will be subject to the University's Due Diligence Procedure for Philanthropic Gifts. A "philanthropic gift" is defined as a voluntary payment (including art, artefacts and other goods or services of quantifiable value) made by an individual, company, trust, foundation or government source to enhance or otherwise contribute to the educational mission, [values](#), purposes and strategic direction of ARU.

ARU will not accept gifts from, nor enter into a philanthropic relationship with, any prospective donor or individual whose behaviours and actions are not in line with our University's values, or that would require the University to behave in any manner contrary to these values.

## **Stewardship**

Any gift will be applied for the purpose for which it was originally intended, unless all reasonable attempts to contact that donor have been made and exhausted, or, in the case of bequests, for the purposes described in the donor's will or for similar purposes agreed with the donor's executors. All gifts will be handled responsibly and to the greatest advantage of the beneficiary.

Where a gift involves the establishment of an endowment fund to support a particular activity at ARU in perpetuity, the donor will be entitled to receive an annual report that outlines how much the current endowment is worth.

All gifts received will be acknowledged by the university and an appropriate level of recognition bestowed on the donor in accordance with ARU's [Naming and Recognition policy](#).

## **ARU's rights over gifts**

Gifts will be owned in full by ARU and will not grant any financial benefit, intellectual property ownership, exclusive publication rights, preferential or reciprocal benefits of any kind, or control over its use. However, public recognition and/or acknowledgement or naming rights, reporting back on projects, meetings and invitations to the donor to attend events and activities at or run by ARU, are all compatible with a philanthropic gift.

## **Governance**

ARU is an exempt charity (HMRC reference: XN 87485) and will observe the requirements of charity law and other relevant legislation in relation to the acceptance and expenditure of donations.

Authority for the acceptance of gifts is delegated through a hierarchy comprising:

- I. The ARU Foundation and ARU's main Board of Governors
- II. Vice Chancellor
- III. Corporate Management Team
- IV. Director of Marketing
- V. Head of Fundraising

Ethical policy and due diligence procedure on all donations will consistently be applied. Ultimate responsibility for the acceptance and refusal of gifts rests with the Board of Governors & Trustees of the ARU Foundation. However, as decision making is typically delegated to the Vice Chancellor, Director of Marketing and Head of Fundraising, they will ensure that everyone accepting gifts understands and implements this policy.

ARU will take reasonable steps to determine the ultimate source of funding for each gift, and to satisfy itself that the funds do not derive, directly or indirectly, from activity that was or is illegal or which runs counter to the provisions of this policy. Where necessary, ARU will look beyond charitable trusts and foundations in order to satisfy itself about their ultimate source of funding. The test of compliance with this policy will be taken prior to solicitation wherever possible, rather than at the point of acceptance.

Gifts of £10,000 and over must be accompanied by a gift agreement laying out the terms for the donor and the departments involved. Where there is a need, for example in the case of a named and dedicated bursary, gift agreements for lower amounts can also be drawn up. While donors will be offered opportunities for continued engagement with the activities they have funded, the management and governance of those activities will remain solely with ARU.

## **Financial advice**

ARU encourages donors to seek independent financial advice if they believe that any proposed gift is likely to affect their personal tax liability.

## **Privacy**

It is ARU's standard practice to recognise donors' generosity by publishing their names online in the annual Roll of Donors. Should a donor request that they remain anonymous to the public, we will seek to respect their wishes, within the limits of the law. However,

ARU's Ethical Fundraising Policy prohibits the University from accepting gifts from anonymous sources, on the basis that there is a risk that such a source might transgress one or more of the Policy's principles. All donor records are maintained by the ARU in accordance with the Data Protection Act and the General Data Protection Regulations (GDPR).