



## Ethical Fundraising policy

ARU seeks to engage with potential donors to solicit donations to the University that will support and enhance its strategic aims and objectives. Relationships with donors, and management of gifts, must be undertaken with the highest standards of ethical integrity and in line with international best practice, given the potential for these interactions to reflect on the reputation of ARU and its staff.

1. ARU will publicly commit to the integrity, transparency, and the respectful treatment of all donors and their gifts. ARU will also commit to the principles of good stewardship, and work to ensure the highest standards in fundraising practice.
2. This policy outlines a series of principles that will guide ARU in its dealings with donors and their gifts. ARU will not accept gifts from, or enter into a philanthropic relationship with, any prospective donor or individual whose behaviours and actions are not in line with its values or that would require the University to behave in any manner contrary to its values.
3. ARU has outlined a series of key objectives that are priorities for fundraising and are consistent with the current strategic plan. ARU's Development Office will, as a first call on its resources, engage with prospects and donors who will support these key priorities.

These priorities are as follows:

### **People-related giving:**

- a) Widening Participation (WP) bursary awards. Transforming lives by enabling the most able students to study at ARU who would otherwise not be able to, due to financial challenges and / or being from less traditionally advantaged backgrounds.
- b) Enabling students to have as rich and broad an experience at ARU as possible, through grants to course leaders to enhance the student experience.

### **Research-related giving:**

- c) Faculty-specific or Research Institute-specific professorial post / chair

- d) Contributions towards specific RI projects (such as GSI's former Resource Scarcity Mapping project). This would include major contributions to fund in full or majority the costs of a specific research project.
- e) Smaller gifts made for the general purpose of research. These will be aggregated and distributed on an annual basis through an annual internal bidding round, with discretion to allocate gifts against specific current research priorities.

**Facilities-related giving:**

- f) Auditorium / lecture theatre / skills lab / simulation suites, at a suggested minimum donation of 25% of total cost.
  - g) Buildings (such as School of Medicine).
  - h) Discrete pieces of equipment, such as anatomy tanks for SoM.
4. Other possible fundraising projects may be considered from time to time, but the agreement of the Governors and Trustees must be sought before any funding proposal is prepared for a project not consistent with ARU's Fundraising Priorities.
  5. All members of the University Development team, and so far as possible, all other staff and volunteers acting on ARU's behalf, must bear the following key principles in mind when interacting with potential donors to the University:
    - Does the potential gift fit with ARU's strategic mission, and is it consistent with the goals outlined in its current strategic plan?
    - Is there evidence that the proposed gift, or any of its terms will:
      - a) Require action that is illegal?
      - b) Seriously damage the reputation of ARU?
      - c) Create unacceptable conflicts of interest?
      - d) Require ARU to change the way that it normally does business, for example by accepting a student whose academic qualifications would not normally merit the award of a place?
      - e) Harm ARU's relationship with other donors, partners, alumni, staff, students, potential students or research supporters?
  6. ARU will not accept a gift from a source that insists on remaining anonymous to ARU, on the basis that there is a risk that such a source might transgress one or more of the above principles.
  7. If any member of Development Office feels that they are dealing with a potential gift that calls into question any of the above principles, it is his/her responsibility to raise the matter with the Vice Chancellor, Governors and Trustees.

8. The Vice Chancellor is authorized to decide whether or not the approach may be pursued, but where the matter is not clear-cut, he/she may recommend that the University convene an Ethics Review Group to consider ARU's response. Such a group will be chaired by the Vice Chancellor, and should include the Director of Marketing, Head of Fundraising, a representative from the Board of Governors or the Anglia Trust, a senior member of the Legal team, as well as the relevant academic member of staff if applicable to the gift. As decisions about acceptance of gifts often need to be taken quickly, under public scrutiny, the Ethics Review Group may on occasion be required to meet virtually rather than in person.
9. The Head of Fundraising should prepare a briefing document for this group, providing all relevant public knowledge about the potential gift/donor, and where possible the office should also take soundings from those within ARU's network about the issue under consideration, to try to provide informal intelligence.
10. Sometimes, ethical issues may arise after a gift has been accepted, and, in some cases, spent. The same set of principles should apply as outlined above, and the Ethics Review Group should meet to discuss what course of action ARU should take. In exceptional circumstances, ARU should be prepared to return a gift, rather than compromise the reputation of the University.
11. In turn, ARU undertakes that:
  - All communications made to potential donors concerning a project will be full, truthful, and comply with the law;
  - The donor's right to privacy will be respected;
  - Any gift will be applied for the purpose for which it was originally requested, unless explicit consent is given otherwise by the donor, 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;
  - The gift will be handled responsibly and to the greatest advantage of the beneficiary;
  - The donor's personal data will be respected, and there will be transparency in ARU's communications with its donors;
  - Any concerns raised in relation to the above points will be dealt with swiftly and effectively.
12. 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.
13. Where a donor believes that ARU has contravened any of the above principles, s/he should take the objection first to the Head of Fundraising and Director of Marketing if a satisfactory explanation is not forthcoming.