

University College Fundraising Policy

University College (Univ) is a registered charity, charity number 1141259, which seeks to raise funds for annual expenditure, the endowment and capital projects.

This document is not legally binding, but sets out the principles under which the College will seek to operate when undertaking its fundraising activities. It reflects Univ's commitment to implementing, as far as possible, best practice in its fundraising activities, in line with the current guidance provided by the Institute of Fundraising.

Summary

Univ is committed to the principle that it solicits gifts from those individuals who have an active relationship with the college – Old Members or Friends – or those individuals or organisations that have been carefully identified as having a potential interest in supporting a specific activity or initiative.

The College believes and maintains the principle that, wherever possible, all gifts should be made:

- Without coercion and as an informed decision.
- With full transparency and agreement regarding the use of the gift by the College.
- Should a donation be made at a time when the donor was not able to make an informed decision, but this was not clear to the fundraiser, such a donation would be returned.
- In full confidence that the donor will be acknowledged and recognised as he/she wishes.

If any individual or organisation asks to be excluded from fundraising approaches, this is recorded on the database and acted upon immediately so that they are excluded from all forms of solicitation, or those forms from which they have asked to be excluded. Under such circumstances, the Development Office seeks to find out the forms and amount of communication preferred, recognising that some still wish to be solicited by certain methods, while others wish to receive no requests for gifts, but to receive other communications and to remain actively involved with the College.

Constituency

Univ has about 7,000 contactable alumni on the database. It is from this group, primarily, that the College will focus the majority of solicitations, on the basis that they are the people most likely to support the institution where they studied. To this end, alumni are invited to make a donation to the College every year, unless they have specifically asked to opt out.

'Friends' of the College include a number of individuals who have been introduced to the College by a member, or who have expressed their own independent interest in the College.

Means of Solicitation

The College employs a range of direct solicitation methods which include telethons, emails and letters, as well as face-to-face approaches.

Telethons

The College seeks to contact by phone those alumni who have not made a donation in any given year, who have an up to date telephone number and who have not indicated an unwillingness to receive calls. At the same time, some existing donors are contacted in order to thank them for their continuing support and update them on news from the College.

All those to be called for the purpose of a donation receive a pre-call letter (either in hard copy or by email) giving them the opportunity to opt out of that particular telethon or of telethons in general. The font size is the same as that of the letter as a whole, in line with Institute of Fundraising guidance. Alumni over the age of 80 are not called unless they have indicated that they enjoy such communication. Anyone who wishes to be excluded from telethons is removed from the calling list, and if the request applies to telethons in general, they are given a solicitation code that reflects this. If, during a telephone campaign, anyone asks not to be called, or not to be solicited at all, he/she is removed from the calling list. If a caller, a member of the Development Office team or other member of the College becomes aware that an individual may be distressed to receive a call, or not have the capacity to make a decision on the telephone, he/she is removed from the calling list.

Old Members or Friends who have signed up to the Telephone Preference Service and have not given explicit permission to the College to call them will not be called on their TPS-registered numbers.

Callers are current Univ students or recent leavers. They are professionally trained at the start of every telethon, and expected to speak to each other and those they call with courtesy and respect. One of the purposes of the call is to solicit a donation, but it is also to check contact details, convey news from the college and learn news from the individual, seek feedback on events and publications and seek consent to be contacted in future. When it comes to asking for a donation, callers are informed about the projects for which the College seeks support and given guidance about how to ask.

They follow the legal requirements when asking for direct debits and gift aid. The College employs a telethon consultant to oversee the telethon and to provide supervision during the calling. The College enters into a formal, written agreement with the consultants. Training is provided by members of the Development Office and the consultant. A member of the Development is present in the call room every day during calling. A member of the Development team reviews the call notes and sends a letter to everyone who receives a call.

Under no circumstance will a caller be aggressive – requests for donations are made carefully to ensure that no-one feels pressured into making a gift.

Callers are employed by the College and paid an hourly rate for the time that they work. Their salary is not calculated on the amount they raise, so they do not feel under undue pressure to focus on the fundraising element of the call, but can pay equal attention to building or strengthening the relationship alumni and Friends have with the College.

Direct Mail

Hard-copy fundraising materials, which usually include a leaflet about supporting Univ and a donation form, are sent out approximately once a year. The College checks that those who have requested that they are not mailed, or are not solicited, will not receive these solicitations. Such requests are recorded on the database.

Every attempt will be made to ensure deceased constituents are excluded from such mailings.

Face-to-face solicitations

Fundraising members of the Development team, but most particularly the Director of Development and Major Gifts Officer, meet potential and current donors where appropriate to solicit gifts. The solicitation of a major gift is likely to entail a series of meetings.

Every request for a meeting, whether made by letter, email or telephone, where a solicitation, or a conversation leading to a solicitation, is envisaged will explicitly indicate this is the purpose, or part of the purpose, in the request. The fundraiser would not typically accept a gift as 'cash in hand' on the day of the meeting. If during the course of the meeting, the fundraiser believes that the potential donor is not capable of making an informed decision about a donation, such a donation will not be solicited. In such circumstances, a note would be made on the database and were any further solicitations to be made, they would be by mail only.

The College uses a range of indirect methods of solicitation, primarily through the inclusion of a donation form when booking for an event or with another mailing, and through links provided through e-newsletters and other communications.

Email

From time to time, alumni and other potential donors are contacted by email and this includes information about giving such as links to the giving pages of the website.

The College can always be identified as the originator of the message.

It is always possible to opt out of receiving email communications.

- Donation forms and information about giving are included from time to time with publications.

The College website also contains a wide range of material about how and why people might support Univ by making a donation.

Volunteers

As part of the Golden Reunion appeal each year, the College uses volunteers to solicit donations from their peer group. In such cases, the wording of the solicitation is agreed with the volunteers, but the request is sent out from the Development Office.

If the volunteer wishes to make a solicitation directly, the wording to be used is agreed in advance with the Development Office.

All volunteers sign a Data Protection and Confidentiality agreement before being given access to any alumni data.

Acceptance of donations

All gifts given for a restricted purpose will be received and used solely for the purpose agreed between the donor and the College. Many gifts are unrestricted and are therefore directed towards the Annual Fund and spent at the College's discretion. The full value of every gift (including gift aid if applicable) is used for the charitable purposes of the College; there is no administrative or overhead charge.

The Governing Body may decide to refuse the offer of a donation because the purpose of the donation does not match its fundraising objectives or if there is doubt about the appropriateness or legality of the source. Anyone who makes a donation in excess of £250,000 is automatically subject to background checks by the university and such donations are referred to the university's Committee to Review Donations. Should a donation be refused for any reason, records will be kept to indicate why it was refused and any such refusal will be couched in appropriate language so that it does not cause offence.

Gift Aid and Tax Efficient Giving

The College does not attempt to claim gift aid on any donations which do not meet HMRC guidance, but it is committed to reclaiming gift aid on all gifts made by UK taxpayers where a gift aid declaration has been made. To that end, every acknowledgement letter to a donor who has gift-aided his/her gift serves as a receipt for tax purposes. Donors may be provided with a schedule of their donations during the course of a tax year to assist with their income tax returns, if they request this information.

The College provides tax efficient means of making a gift through 'Americans for Oxford' and 'American Friends of University College, Oxford', and issues tax receipts to Canadian donors.

Handling of donations

In line with IoF best practice, cash and cheques are banked at the earliest possible opportunity.

Cash and cheques that have not yet been banked are stored securely. Charity vouchers such as those made through the Charities Aid Foundation are sent to CAF to be processed and the money is passed to Univ by bank transfer. Card transactions are made through the College's bank's Merchant Services and all handling is PCE-DSS compliant.

Donations of shares are co-ordinated between the donor's and the College's brokers.

Data Protection

Personal data is processed fairly and lawfully. It is only used for specified and lawful purposes and is not processed in any manner incompatible with those purposes. As far as possible, personal data is accurate, kept up to date and processed in accordance with the rights of data subjects. Personal data is not transferred to a country or territory outside the European Economic Area (EEA) unless that country or territory ensures an adequate level of protection for the rights and freedoms of data subjects.

Appropriate technical and organizational measures would be taken against unauthorised or unlawful processing of personal data, and against accidental loss or destruction of, or damage to, personal data.

Data is not, and has never been, sold to third parties.

Database and Security

All alumni and donor data is held securely on the Univ database. This database is password protected and only those who need to see financial data have the relevant permissions to do so. Those who are working with the Development team on a temporary basis, such as students, are expected to maintain confidentiality.

From time to time, when financial data is transferred outside the College – for example in order to set up direct debits, or to the telethon consultants – files are encrypted.

Paper files are stored securely in the Development Office and credit or debit card details are not recorded on the database, but are stored securely until disposal. Confidential waste of this nature is disposed of separately.

The Development Office produces monthly bank reconciliations for the Treasury and an annual download of all donations. Gift aid claims are prepared by the office but made online by the College Accountant. The spreadsheets are stored on the office's shared drive, which is part of a secure network. Access is limited to members of the Development Office and the IT support team.

'One off' gifts made online are taken by the College's Merchant Services provider, which complies with current legislation. Such gifts are processed by the Development Office. Online direct debits are set up via a secure website.

Acknowledgement, Recognition and Stewardship

Univ is committed to the public and private recognition of its donors where it is desired.

Each donor can expect to receive a formal and personalised letter from the Development Office. Donors giving at a 1249 Society level will also receive a welcome letter from the Master.

The names of all donors are recorded in the Annual Report unless they have requested anonymity. The Annual Report does not list the value of individual gifts.

Major donors who are Honorary Fellows, Major Benefactors, members of the 1249 Society, or members of the William of Durham Club are also listed in the Annual Report, but again there is no indication of the amount they have given.

From time to time, other forms of recognition are offered in line with the value of the gifts, such as an invitation to special events.

In no circumstances will a gift be accepted where the donor expects a place or position at the College to be offered, and in no circumstances will such a place or position be offered in recognition of a donation. All places and positions at Univ are gained through academic or professional merit alone.

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