

Fundraising Policy

Purpose of this Policy

Any fundraising at Kingswood College should be conducted only with the full knowledge of the Director of Development, the Head of the College and the Senior and Junior School Headmasters.

This policy aims to ensure due process, and open communication and co-operation between the Director of Development and any people or bodies fundraising at Kingswood College or for Kingswood College.

Underlying principles

The Director of Development's Office must be informed of all fundraising activity that is being planned, and should be kept informed of developments in any fundraising campaign.

Each campaign must name an individual who reports to and communicates with the Director of Development, who in turn will report directly to the Head of the College.

Although the Director of Development has his own fundraising targets, and does not necessarily undertake all the myriad of fundraising activity on behalf of others within the school, he can offer full support to all fundraising activities undertaken by persons or groups in the school.

The Director of Development's Office maintains a database and seeks to maintain relationships with corporates and individuals who could support fundraising activities.

Process

In the event of a fundraising need having been established by a person or a group within the school, the purpose or aim of the Fundraising must be approved by the Director of Development and the Head of the College, who may refer this to the Headmasters of the Senior School and Junior School within the College, before any other action follows.

If one person only is going to be involved, then he or she must interact with the Director of Development. If there are to be a number of people involved, then a properly constituted fundraising body should be set up, with a nominated Chairperson, and the Director of Development should assist this body in formulating its campaign, setting its targets and generating the action plan.

The Director of Development must ensure that the fundraising body is aware of the List of Special Persons/Organisations/Corporate Bodies who should not be targeted as part of the action plan.

The Director of Development should be involved to the extent that the fundraising body needs assistance and requests it, and provided that it is in the Director of Development's capacity to assist.

The Fundraising body must establish, with the Director of Development, how any funds raised are to be submitted and accounted for. Any projected over-spend/under-spend needs to be discussed with the Director of Development prior to the start of the event.

The Fundraising Body's Chairperson must complete a maximum two page report (with titled photographs/summary of the financial expenditure/short descriptive of event and results/list of staff involved/list of donors) and submit it to the Director of Development as soon as the project has been completed. This report should contain information about the donors and funds raised, and on the impact of the activities undertaken. It should conclude with an assessment on lessons learnt and recommendations for any projected repeat events of this nature in the future.

A report template can be obtained from the Director of Development's Office.

The actual funds must be deposited into the appropriate school account (a code for the event must be obtained from finance at the start of the process) according to whatever process has been agreed on between the Director of Development and the Fundraising body.

The Director of Development's Office must capture the details in the report in the database so that future fundraising can take this into account.

Fundraising List of special persons

The Director of Development's Office has drawn up a list of names of persons /organisations/corporate bodies in the Kingswood College "family" that are not to be approached for any fundraising or sponsorship activity whatsoever, except for any specific campaigns initiated by the Director of Development in consultation with the Head of the College.

This list is available at the Director of Development's Office and is to be treated as highly confidential.

The Director of Development should be informed of any relationships that individuals might have with people on this list which could be turned to advantage in fundraising contexts.

**Director of Development's Office
July 2014.**