



Trinity College

Fundraising Policy

Trinity is a registered charity, charity number 1143755, 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 Trinity's commitment to implementing, as far as possible, best practice in its fundraising activities, and is in line with the current guidance provided by the Institute of Fundraising.

Summary

Trinity 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 Alumni & 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

Trinity has about 5,000 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.

The college also fundraises from current parents and the parents of former students, where parents have themselves previously given their contact information to the Alumni & Development Office. The letter which they receive inviting them to join the mailing list clearly indicates that they may be approached for donations and they are therefore included in solicitations on an 'opt in' basis.

Current parents and the parents of former students are known as 'Friends'. This category also includes 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. They are also included in solicitations on an 'opt in' basis.

Individuals are not subject to constant requests for donations. They are not approached directly with a solicitation more than once in any financial year.

Means of Solicitation

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

- **Telethons**

The college seeks to contact by phone those alumni and Friends 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, update them on news from the college and, in some cases, invite them to increase their donation. 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 75 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 Alumni & 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 be excluded from the telethon.

Calls are not made from the college phone lines, but anyone who attempts to call back will receive a message with the number of the Alumni & Development Office should the recipient wish to contact the college.

Callers are current Trinity 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 garner support for the careers network. 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 Alumni & Development Office and the consultant. A member of the Alumni & Development team visits the call room every day during calling. A member of the Alumni & 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**

Once a year, hard-copy fundraising materials, which usually include a leaflet about supporting Trinity and a donation form, are sent out. 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 Alumni & Development team, but most particularly the Director of Development, 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 on the back of event booking forms and from time to time with publications.

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

- **Fundraising Events**

If taking place outside the college, the venue for such an event would be carefully chosen to ensure that it permits equal access. Risk Assessments would be carried out and licensing permissions obtained. All promotional material would clearly indicate the use of any money raised. The only fundraising event held to date has been the auction and dinner for the chapel restoration fund. Given the success of this event, it is likely that something similar will be attempted in the future.

- **Volunteers**

Very occasionally, the college has used volunteers to solicit donations from their peer group. In such cases, the wording of the solicitation is agreed with the volunteer, but the request is sent out from the Alumni & Development Office if it is a direct mailing, or, for an email approach, the email is sent from the office on behalf of the volunteer. The volunteers are not provided with data to make the approach themselves.

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 works with Oxford University to provide tax efficient means of making a gift through 'Americans for Oxford' and to issue 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 Trinity 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 Trinity 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 Alumni & 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 Alumni & 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 Alumni & Development Office produces monthly bank reconciliations for the Bursary 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 Alumni & 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 Alumni & Development Office. Online direct debits are set up via a secure website. This data is downloaded by the Alumni & Development Office and sent to the direct debit bureau, through their secure website.

Acknowledgement, Recognition and Stewardship

Trinity 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 Alumni & Development Office and those who make a donation of £1,000 or more will receive an additional letter from the President.

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 members of the Ralph Bathurst Society, Sir Thomas Pope Fellows or Honorary Fellows 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 the annual Benefactors Lunches.

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 Trinity are gained through academic or professional merit alone and to that end, those interviewing prospective students or employees do not have access to donation records for the individuals concerned or their families.

From 2016 onwards, all parents of current students who make a donation will be listed as anonymous donors. If they continue to give thereafter, or if their gift qualifies them for membership of the Ralph Bathurst Society or for election to an Honorary or a Sir Thomas Pope Fellowship, they will cease to be anonymous once their son or daughter has left the college.

Sue Broers
Director of Development
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