



Cabot
Learning
Federation

Sponsorship
and Ethical
Fundraising
Policy

Date Adopted: Implementation Date: December 2024

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1 Introduction

This policy refers to the Federation’s position and approach to sponsorship and fundraising. This policy applies to all staff, members, trustees, academy councillors, volunteers, and any other individual acting as a representative of the Cabot Learning Federation (CLF).

The CLF is committed to upholding the Nolan Principles, the seven principles of public life that apply to anyone who works as a public-office holder. These are: Selflessness, Integrity, Objectivity, Accountability, Openness, Honesty and Leadership. Representatives of the Trust are expected to maintain high standards of propriety and professionalism in all their dealings, ensuring they are free from any conflict of interest through their business in the name of the Trust and hold the CLF Heart Values in high regard.



This Policy seeks to protect the reputation of the Trust and outlines the ethical framework for fundraising and sponsorship activities for the trust as a whole and its academies. It aims to ensure integrity, transparency, and accountability in all fundraising efforts while safeguarding public trust.

This policy applies to any fundraising or sponsorship where the CLF, its academies or its subsidiaries will benefit either directly or indirectly. It does not apply to any fundraising carried out by an academy on behalf of a named charity or other fundraising cause identified by the community/parent group or other party. In this scenario, due consideration should be given to assess the appropriateness of the charity/body even if CLF do not benefit directly. It also does not apply to any grant applications or grant opportunities – see CLF Financial Regulations for guidance.

This policy is to be reviewed and approved by the CLF Board initially and then by the Finance Executive Group on a biennial basis.

2 Reference to Other Relevant Policies

This policy should be considered alongside:

- 1) CLF Finance Regulations including the Gifts and Hospitality Policy
- 2) CLF Data Protection Policy

3 Objectives

Currently, the Federation may benefit from gifts, hospitality and donations of equipment and other goods, but rarely benefits from higher value cash donations or sponsorship of greater than £500. This policy has been prepared with this position in mind but will remain under review should this stance change.

The objectives of this policy are to:

- Establish clear ethical guidelines for fundraising and sponsorship practices.
- Protect the interests of the Federation, its sponsors and donors and other stakeholders.
- Promote responsible fundraising that reflects the values of the Federation.

4 Ethical Principles

The following ethical principles underpin the fundraising and sponsorship practices of the Federation:

| Heading | Definition |
|---------------------------------|--|
| Transparency | <ul style="list-style-type: none"> • Ensure that all fundraising efforts are conducted transparently. • Provide clear information about the Trust's/academy's mission, how funds will be used, and the impact of donations. |
| Honesty | <ul style="list-style-type: none"> • Represent fundraising activities honestly and avoid misleading statements. • Ensure all communications regarding fundraising are accurate and truthful. |
| Respect for Donors | <ul style="list-style-type: none"> • Respect the rights of donors, including the right to remain anonymous and to have their donations used as specified. • Facilitate an informed decision-making process for donors regarding their contributions. |
| Fairness and Non-Discrimination | <ul style="list-style-type: none"> • Avoid discriminatory practices in fundraising activities. • Ensure that all fundraising strategies and appeals are inclusive and accessible to a diverse donor base. |
| Accountability | <ul style="list-style-type: none"> • Regularly report on fundraising activities and the use of funds to stakeholders/the CLF Board as appropriate. • Commit to ethical stewardship of funds, ensuring they are used effectively and efficiently to fulfil the Federation's objectives. |

5 Alignment of Values

It is important that any sponsor or donor has a similar alignment in values to those of the Federation. When a potential donor or sponsor has been identified the following will apply:

- **Assessment of Donor Values:** a review should be carried out and documented to their values and interests to ensure they align with the Federation’s mission and ethical standards. This may include questionnaires, interviews, or initial discussions to understand their motivations for giving.
- **Clear Communication:** Communicate the Federation’s mission, vision, and values clearly in all fundraising materials and activities and when engaging with potential sponsors or donors. Ensure that donors understand how their values align with the Federation’s objectives.
- **Engagement:** Where appropriate (given the context of the donation (scale and size)) create opportunities for them to engage with the Federation through events, or informational sessions. This interaction can enhance mutual understanding and alignment in values.

6 Fundraising and Sponsorship Practices

The Federation supports fundraising and sponsorship opportunities providing they comply with the values and practices included in this policy.

7.1 Proposal

When considering a fundraising campaign or approaching a sponsor for sponsorship, an outline of the proposal should be shared with the Principal or Central Team Leader for consideration and approval. A template is not provided but key considerations to include in the proposal are:

- Why fundraising or sponsorship would be desirable?
- What would the benefits to the academy/Federation be?
- Sponsor - What do we already know about the potential sponsor, and do they align with our values?
- Fundraising - How will the fundraising campaign be managed and communicated?
- How will it comply with this policy?

The above process also applies should a sponsor contact the academy or Federation directly.

7.2 Approval

Once the Principal or Central Team Leader has approved the proposal, depending upon the value or perceived risk of the proposal further authorisation may be required.

| Value | Approval Required |
|------------------|--|
| <£500 | Principal and Finance Manager approval |
| £501 - £5,000 | As above plus the Education Executive Lead and Deputy Finance Director |
| £5,000 - £15,000 | As above plus Finance Director |

| | |
|--------------------|---------------------------|
| £15,000 - £50,000 | As above plus COO and CEO |
| £50,000 - £100,000 | Two Trustees |
| £100,000+ | Full Board |

For any sponsorship or fundraising over £15,000 a more detailed business case will be required.

7.2 Conflicts of Interest

If any individual involved in the proposal or approval stage has a conflict of interest with the proposed sponsor or activity, this must be declared as part of the approval process. This will lead to this individual being removed from the proposal or approval sign off process depending upon the nature of the conflict.

7 Declining Sponsorship or Fundraising

It may be deemed appropriate to decline the opportunity for sponsorship following the above process or even at the early stage of exploration. Any Representative of the Trust should politely decline the offer and provide an appropriate rationale to the sponsor.

8 Recording Keeping and Accounting

All fundraising activities will be monitored and recorded in line with the intended purpose and use of the funds. Appropriate accounting records will be maintained. The accounting treatment will include ringfencing the funds with subsequent tracking of related expenditure. An annual overview will be provided to the Finance Executive Group where total fundraising or sponsorship exceeds £25k per annum.