

KIT Ethical Fundraising Policy

Overview

KAA Intrepidus Trust (KIT) was established to develop and fund extra-curricular activities that broaden the horizons of the 1200 pupils at Kensington Aldridge Academy (KAA), a diverse inner-city secondary school established in 2014 in London's North Kensington.

The extra-curricular activities funded by KIT depend on grants awarded by Trusts and Foundations and donations made by individuals and companies. In addition, KIT has an endorsed policy to establish an endowment to secure its long term future.

In order to raise funds, KIT aims to develop and maintain a fundraising base which must be consistent with best practice and with the guidelines provided by the Institute of Fundraising and the Charity Commission. KIT's fundraising principles are based on the policy below.

Policy

The Trust will adhere to the following standards:

- Fundraising activities carried out by KIT will comply with all relevant laws
- Any communications to the public made in the course of carrying out a fundraising activity shall be truthful and non-deceptive
- All monies raised via fundraising activities will be for the stated purpose of the appeal and will comply with KIT's stated mission and purpose
- KIT will comply with the Data Protection Act 1998, Privacy and Electronic Communications Regulations 2003 and will not obtain, process, sell or pass on personal information relating to donors unlawfully
- All personal information collected by KIT is confidential and will not be disclosed to any third party except for administration or when required by law
- Records that are maintained by KIT will be kept confidential and stored securely
- Donations will only be accepted from companies, organisations and individuals whom the board considers ethical and which are not an attempt to influence the policy or the activity of KIT either explicitly or implicitly or to compromise the Trust's independent status
- The Trust will maintain accountability and open and honest relationships with all its donors, by regularly monitoring and evaluating its work.

Donors Rights

- Donors are entitled to request the most recent annual report and financial statements, confirmation of the charitable status of the organisation and a copy of this policy.
- Donors will be treated with respect. They will be given appropriate acknowledgement and recognition for all donations and sponsorships
- Requests to limit the frequency or mode of solicitations will be respected
- Donors rights to be informed, to have access to their personal data, their right to rectification, to erasure, to restrict processing, to object and to data portability will be respected accordingly to the General Data Protection Regulation 2018
- Donors are entitled to confidentiality on the level of their donation or anonymity that they have made a donation if they request it. The exception to this condition will be if it is legally required to disclose information relating to the donation
- The privacy of donors will be respected.

- Any complaints that are concerned with a breach of this Ethical Fundraising Policy and the Donors' Charter or the Institute of Fundraising's Codes of Fundraising Practice will be addressed through the KIT Chair of Trustees.
- The trustees and the administrator will respect the donors' wish to make a restricted donation to a specific programme.

Acceptance criteria

The Board of Trustees must ensure that all marketing and fundraising activities carried out on its behalf are consistent with this policy and with best practice in the charitable sector, and that any donation from, or relationship with, a third party does not in any way compromise this policy, damage the School or Trust's reputation or jeopardise future fundraising opportunities.

KIT must also ensure that at all times, and in all things it complies with relevant legislation, including:

- The Data Protection Act 1998
- The Privacy and Electronic Communications Regulations 2003
- The General Data Protection Regulations 2018
- The Money Laundering Regulations 2007
- The UK Bribery Act 2010
- The Proceeds of Crime Act 2002
- The Charity Commission and Fundraising Regulator Guidance

KIT will not accept donations where:

- The donor is known to be associated with criminal sources and/or illegal activity, including but not exclusively individuals, companies or organisations profiting from arms, pornography, child labour, slavery, sex industry, tobacco & related products, and gambling.
- The donor is involved in activities that run contrary to KIT's overall charitable aims, values and vision
- The donor's personal objectives and interests conflict with those of KAA or KIT
- Accepting a donation might impact adversely on KAA's or KIT's reputation(s) or expose the Trust to adverse publicity and thus damage its longer term fundraising prospects
- Accepting a donation would lead to possible decline in support for KIT and so risk a fall in resources available to fund KIT'S work
- Accepting a donation from any particular source is inconsistent with Government policy.

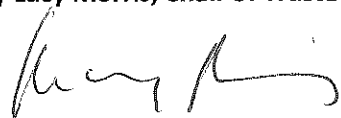
Summary

The Ethical Fundraising Policy has been drawn up to provide guidance to all those engaged in fundraising activity on behalf of KIT. It will also be available to donors as an expression of KIT's openness and integrity with regards to fundraising should they request to see it.

This policy should be employed consistently and rigorously to ensure all fundraising activity is consistent with the principles outlined above. The policy will be reviewed annually to ensure it is up to date with changing legislation and relevant codes of practice. Any queries should be directed to the board of trustees.

Agreed at the Meeting of the Board of Trustees on: 15th January 2019

Signed by Lucy Morris, Chair of Trustees



Date

5/02/2019