Hertford College  
Fundraising & alumni data policy

Hertford is a registered charity (charity number 1137527), 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 Hertford’s commitment to implementing, as far as possible, best practice in its fundraising activities in line with the guidance provided by the Fundraising Regulator.

Constituency
Hertford has about 7,000 contactable alumni on the database. It is from this group that the college will primarily fundraise, 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 may also fundraise from current parents and the parents of former students, where parents have themselves previously given their contact information to the 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 of Hertford’. 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.

Fundraising principles
Hertford solicits gifts from those individuals who have an active relationship with the college – alumni 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 that
- all gifts should be made without coercion and as an informed decision.
- all gifts should be made with full transparency and agreement regarding the use of the gift by the college.
- donors should have full confidence that they will be acknowledged and recognised as they wish.
- 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.

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.

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 mailing (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 to opt out is the same as that of the letter as a whole.
Alumni over the age of 75 are not called unless they have supported the college via telethons in recent years, or 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.

Callers are current Hertford students or recent leavers. They are professionally trained at the start of every telethon, and are expected to speak to 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. Students can also use the call as an opportunity to find out more about potential career options, and as far as possible we match callers with alumni who have studied the same or similar subjects. When it comes to asking for a donation, callers are informed about the projects for which the college seeks support and are 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 – this is currently Buffalo Fundraising consultants – 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 caller supervisor from Buffalo. A member of the Development team is present in the call room every day during calling. A member of the Development team reviews the call notes and sends a letter or email to everyone who receives a call.

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. 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.

Direct mail
Hard-copy fundraising materials, which usually include print material about supporting Hertford and a donation form, are sent out over the course of the 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.

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.

Face-to-face
Fundraising members of the Development team, but most particularly the Director of Development and Deputy 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.

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.

Online
Alumni and other potential donors are regularly contacted by email, for instance the e-bulletin, 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.

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

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.

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
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 Hertford by bank transfer. Donations of shares are co-ordinated between the donor’s and the college’s brokers.

Direct debits are set up by the Development Office via Buffalo’s online platform, Donor Debit, which is processed by CTT Charity Payments Ltd.

One-off gifts made via the Hertford website are taken by TNSPay. Online gifts made via the University of Oxford website are processed by Blackbaud Internet Solutions.

Card transactions are made through Lloyds Bank Cardnet with an in-house PDQ machine. No credit card details are stored in the Development Office and all handling is PCI-DSS compliant.

Acknowledgement, Recognition and Stewardship
Hertford is committed to the public and private recognition of its donors where it is desired. Each donor can expect to receive a personalised letter or email from the Development Office acknowledging and thanking them for their gift, and those who make a donation of £1,000 or more will receive an additional letter from the Director of Development or the Principal. When alumni notify us that they will be leaving a legacy to Hertford, their bequest is recognised with a letter from the Principal.

As of 2016, the names of all donors from the previous year are recorded in the Donor Report unless they have requested anonymity. The Donor Report does not list the value of individual gifts, and names are ordered by matriculation year.
From time to time, other forms of recognition are offered to donors, such as an invitation to the annual Christmas Donor Drinks or Summer Garden Party for Donors. Long-standing regular donors may receive a hand-written card to thank them for their loyalty, and those who are leaving a bequest in their will are thanked with an annual lunch in Hall.

In no circumstances will a gift be accepted where the donor expects a student place at the college to be offered, and in no circumstances will such a place be offered in recognition of a donation. All places and positions at Hertford are gained through academic merit alone. Those interviewing prospective students do not have access to donation records.

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 organisational 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, and never will be sold to third parties.

Database and Security
All alumni and donor data is held securely on the DARS (Development and Alumni Relations System) database. This database is password protected and only those who need to see financial data have the relevant permissions to do so. All users, including those who are working with the Development team on a temporary basis, will sign a confidentiality agreement.

Neither credit nor debit card details are recorded on the database, but are stored securely until disposal. Confidential waste of this nature is disposed of separately. Paper files are stored securely in the Development Office on a temporary basis, and then are disposed of securely.

Any spreadsheets with alumni information are stored on the Development 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.

Storing your data
The personal data that DARS stores may include: your name and title, contact details, information about your Oxford and other education history, Oxford club/society involvements, Oxford awards you have received, current interests and activities, spouse/partner and family details, professional activities, relationships to other members or organisations within the Oxford community, communications and marketing activities that you have received from us, your donor status and any wealth assessment information, any volunteer work you may have undertaken for us, and your attendance at any of our events. We also store financial data, including records of donations that you have made to the University and any direct debit or standing order details.

We do not store any sensitive personal data. (Sensitive personal data would include racial or ethnic origin, political opinions, religious beliefs, trade union membership, physical or mental health, sexual life, the commission or alleged commission of any offence, or any proceedings for any offence committed or alleged to have been committed, the disposal of such proceedings or the sentence of any court in such proceedings).

You can request that your data is deleted from the DARS. In this instance, we would delete all personal data and create a placeholder, also known as a ‘skeleton record’, for you on the database. This record would include:
- your name and any college attended, subject studied and year of matriculation/graduation
- a note of the request to remove your data will be retained, to prevent you from being inadvertently contacted in the future
- information needed to comply with statutory requirements (such as in relation to Gift Aid) may be retained, but only for so long as those statutory requirements specify
• an anonymous reference may be attributed to you in documentation compiled from the record of your event attendances and/or the record of donations that you have given, for the purposes of internal or external recording or accounting for any event attended, and for any donation required to be retained for audit, reporting or accounting purposes.

Research
We spend time updating and refining the data we hold to keep it as up to date as possible. To this end, we will occasionally carry out surveys (Personal Information Forms, or PIFs) to ask alumni and Friends to update us with any changes in their contact details, employment details, contact preferences, and seek feedback on our events and publications. Where possible, this information is recorded on the database. There is also an ‘Update Your Details’ form on the Hertford website; we use this form to update the information on DARS.

We occasionally use online resources to update our data, particularly about alumni employment. This may include platforms such as LinkedIn or company websites. We use this information to organise ad hoc specific events around a particular industry; to contact alumni who might be interested in giving careers advice in a particular area to students; to match student callers in the telethon with alumni who work in related areas. We also use this information as a guide so that if we call you in a telethon we can (hopefully) ask you for a donation at an appropriate level.

We have in the past engaged third parties to help us with prospect research, also known as ‘wealth screening’. This entailed contracting a third party to conduct research from publicly available sources to gauge the wealth of our alumni community. In line with the new Fundraising Regulator guidance, we will not be conducting research of this nature in the future.

Sharing your data
Sharing your data within Hertford
- Donation data is shared with the bursary department to allow philanthropic income to be recorded accurately.
- Donation and address data is shared with the college accountant to allow the processing of Gift Aid claims.
- Alumni lists, including subject of study and current employment details, may be shared with Fellows of the college who are also Trustees of the college upon request.
- Postal address data of recent graduates may be shared with the Porters Lodge for the forwarding of mail.
- Your personal data will never be given to students. If a student would like to contact an alumnus, eg for careers advice, the Development Office will forward an email or letter, allowing you to decide whether you would like to respond directly or not. During the telethon, student callers will be able to see the data for the person they are speaking to for the duration of their call.

Sharing your data within the University
- The DARS database is a University-wide database. All colleges and departments who are on DARS will have access to the same data, with the exception of financial data and any recorded interactions, which will be limited only to those parts of the University with whom you have a direct relationship.

Sharing your data with other alumni
- We will never share your data with other alumni. If an alumnus would like to contact you, the Development Office will forward an email or letter, allowing you to decide whether you would like to respond directly or not.
- When a guest list is provided for an event, attendees are given the option to opt-out from that guest-list so that their name does not appear.

Sharing your data with third parties
- We will only share your data with third parties where it is directly necessary for our day-to-day business of alumni relations or fundraising. This may include a direct debit provider, mailing house, or telethon consultant.
- When it is necessary to transfer any data to a third party, we will only share the data that is directly necessary for that particular task or activity, and all of that data is encrypted.
- We minimise the number of third party organisations that we use, and wherever possible will deal with companies or individuals with whom we have a long-standing trusted relationship.
Who to contact

If you have questions or concerns about any of the areas covered in this policy, please contact the Director of Development at Hertford College, either via email (development.office@hertford.ox.ac.uk) or by phone (+44 (0)1865 279428).

If you have queries about DARS, would like to change what data is held on DARS, or change your contact preferences, you can contact us at Hertford (development.office@hertford.ox.ac.uk, +44 (0)1865 279428) and ask us to take any action or contact the DARS team on your behalf. You also can contact the central University DARS team directly at database@devoff.ox.ac.uk.

The person with overall responsibility for data protection at Hertford is the Bursar, who can be contacted at bursar@hertford.ox.ac.uk.