

Donor & Fundraising Charter

1. Purpose

We are incredibly grateful to all our donors for their generous support. Your gift plays a vital role in ensuring Hertford College can support the people, places and ideas that enable it to thrive. This Charter sets out the college's commitment to ethical fundraising and to building positive, transparent and respectful partnerships with donors.

2. What donors can expect

Hertford College takes a 'donor-centric' approach to all its fundraising activities, ensuring that donors are treated fairly and respectfully and are kept informed of the impact of their giving. Supporters can expect:

1. **Respect and courtesy** – all communication between donors and members of the college is conducted with respect, courtesy and professionalism.
2. **Transparency and clarity** – we provide clear information on the college's mission, priorities and how funds will be used. Donors are kept informed of the impact of their donations. For donations of £50,000 or more, we will create a Gift Agreement setting out the purpose of the donation, payment schedule, and any commitments on the part of the college to publicly recognise the gift.
3. **Honesty and integrity** – we will take all reasonable steps to ensure donors are treated fairly, enabling them to make an informed decision without pressure or misrepresentation.
4. **Freedom of choice** – we will refrain from undue influence, allowing donors to decide freely if, how and when to give.
5. **Privacy and confidentiality** – personal data will be safeguarded and donor preferences on recognition will be respected. All donations and data will be processed in accordance with the college's privacy notice (see www.hertford.ox.ac.uk/GDPR/privacy.html) and relevant legislation (e.g. GDPR).
6. **Responsible stewardship** – gifts will be used only as intended and in a timely fashion. If necessary, due to programme or organisational changes, and where possible, alternative uses or extensions to timescales will be discussed with the donor(s).

7. **Responsive communication** – donors will receive timely acknowledgement of their donations and be provided with clear routes for feedback or concerns.
8. **Appropriate recognition** – unless donors ask to remain anonymous, we will recognise and celebrate your donation publicly (e.g. in the annual Donor Report). Further recognition, commensurate to the size of the gift, will be discussed and agreed between the donor and the college. Donors will also be recognised through invitations to relevant events.

3. How we fundraise

Hertford College is a registered charity (1137527). The Development Office solicits gifts from individuals, companies and charitable trusts and foundations to help further the mission of the college.

Hertford College commits to:

1. **Upholding voluntary giving:** gifts must be freely made.
2. Ensuring all **communications are accurate** and not misleading.
3. **Respecting donors' varying circumstances** and preferences, including requests to cease fundraising communications.
4. Taking particular care when **engaging with vulnerable individuals**.
5. Declaring and managing any actual or perceived **conflicts of interest** to ensure that fundraising and gift decisions are taken in the best interests of the college.
6. **Considering conditions attached to donations** carefully to ensure compatibility with the Gift Acceptance Policy and the college's mission.
7. **Comply with applicable UK charity law**, Charity Commission guidance and the Fundraising Regulator's Code of Fundraising Practice.
8. Ensuring **third-party fundraisers or volunteers** operate in alignment with this Charter.