

Equality Analysis (EA)

Development & Alumni

Code of ethical fundraising policy

A. Policy/practice details

1. The title of the policy being analysed.

Code of Ethical Fundraising Policy

2. Please explain the main purpose of the policy being analysed.

The policy was created because all those involved in fundraising for charitable organisations have a responsibility to donors, to the organisation, and to the cause that is being supported. There is a need to ensure that the University's mission, the fundraisers' sense of personal integrity, and the trust of the donor are not violated and to ensure that the University does not expose itself by accepting donations from questionable or inappropriate sources.

3. Who will be affected?

Donors primarily. Through involvement in the process also friends of the University, Council & Court members and University Staff.

4. Aspects of the policy that particularly impact on equality and diversity.

When conversations are begun about making significant gifts to the University, a due diligence process is followed to ensure that the donation does not pose any reputational risk to the University or the individual departments. As such, profiling and research of donors is carried out and this can be triggered by the donation coming from a national of a country with less stringent financial regulation than the UK. The judgement as to which gifts should be subject to referral is guided by the country ratings on the Ethical Consumer Guide's list of Oppressive Regimes and Transparency UK's Corruption Index.

B. Analysis

5. Please indicate evidence used and the process by which you have arrived at your conclusions.

To establish this policy we drew on best practice from CASE (Council for Advancement and Support for Education), the Institute of Fundraising and the Fundraising Standards Board's Codes of Practice.

We also consulted with fellow 1994 Group institutions to benchmark our policies, and consulted with our alumni advisory group, academics, university management and ultimately University Council to ratify this policy.

6. Risk of adverse impact on protected groups.

	High impact	Medium impact	Low impact
Age			Low
Disability			Low
Gender			Low
Pregnancy/Maternity			Low
Race/ethnicity		Medium	
Religion/belief			Low
Sexual Orientation			Low
Transgender			Low
Marriage/civil partnership			Low

C. Mitigating potential adverse impact

7. Conclusions and recommendations for amendments to the policy/practice. *Please give an outline of the key actions based on any gaps, challenges, priorities and opportunities you have identified.*

The policy guidelines are robust and ensure that the best interests of the University of Bath are served in accepting or refusing any donations, irrespective of the gender, race, disability or other protected characteristic of the donor.

8. Timescale for implementation of changes or introduction of new policy.

The policy was approved by the University Council in October 2011 and no changes are required.

D. Publication

9. Final reporter: Gavin Maggs, Director of Development & Alumni Relations

10. Date: 27 April 2012

11. Review date: 2015