



## **Fundraising Policy**

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### **Queenswood School**

March 2023

Queenswood School is a charity registered with the Charity Commission for England and Wales. Our charity number is 311060 and we follow the Fundraising Regulator's Code of Practice.

Queenswood values the generosity of its supporters and wishes to clearly demonstrate this with integrity and accountability.

The Governors, Principal and other senior managers undertake to treat all donations, gifts and bequests with the highest level of care and respect in support of the charitable aims of Queenswood School.

We welcome support from individuals, foundations and organisations and would be delighted to discuss ways in which relationships may be fostered with potential benefactors. If you would like to discuss any aspect of the Fundraising policy or other matters concerning fundraising activity at Queenswood School, please contact the [Alumnae and Fundraising Manager](#).

### **Why we fundraise**

As well as our ongoing commitment to improving the School's facilities and boarding provisions, we are also committed to providing life-changing opportunities, through financial support, to a number of pupils who would benefit from a Queenswood education who would not otherwise have the opportunity.

To ensure that we can continue to provide our pupils with the outstanding pastoral care, teaching, environment and the co-curricular programme we currently have, we have a duty to keep alive our rich culture of giving.

### ***Donor Charter***

Making a gift to Queenswood School is an important way that our donors show support for the School, and we recognise this is a considered decision on your part. We are committed to ensuring that donors are treated fairly, transparently and respectfully and are kept informed of the impact of their giving. We will:

- Commit to high standards and adhere to the Code of Fundraising Practice set out by the Fundraising Regulator.
- Treat you fairly, showing sensitivity and adapting our approach depending on your needs, to enable you to make an informed decision about any donation.
- Give a clear explanation of how you can make, amend and cancel your donation.
- Process and thank you for your donation promptly, including laying out a payment schedule where applicable.
- Ensure your gift is used in the way in which you intended. All donations, when undesignated, will be applied to the greatest need as judged by the School. Where donations are given for a specific purpose, we will take care to ensure your wishes are carried out. From time to time, the philanthropic priorities of the School may change, should this happen, alternative uses for your donation will be discussed with you or your representative. If we are unable to contact you or a representative, for example because you have passed away, we will use your gift in a manner that is as consistent as possible with your original intent.

- Keep you updated (at least annually) about the impact of your philanthropy and the evolving needs and priorities of the school.
- Respect any request to remain anonymous, however we may disclose details of any donor where we are required to do so by law, by any governmental or other regulatory body, or by order of a court.
- Manage our resources responsibly and consider the impact of our fundraising on our donors, supporters and the wider public.
- Respect your rights and privacy. All gifts and information will be processed in accordance with relevant legislation and privacy notices, which can be found on the school website. We will not make unreasonable intrusions on your privacy, and will honour any requests to cease or limit solicitations. We will not make unreasonably persistent solicitations, or place undue pressure on you to make a gift.
- Respond promptly to any complaint by a member of our community as laid out in the Complaints Procedure section below.

### **Legacies**

Queenswood School has been fortunate to have received gifts through legacy pledges throughout our history. All fundraising activities regarding legacies will comply with section 15 of the Code of Fundraising Practice by the Fundraising Regulator.

- When seeking legacy pledges, fundraisers will be clear that the communications are not intended to be legal advice, and that potential legators should seek their own professional advice.
- Potential legators intending to leave a gift for specific or restricted purposes are encouraged to discuss their plans with the School.
- Where a legacy has been left for a particular purpose that the School cannot fulfil, the School will contact the legator's personal representatives before accepting the legacy, and will consult external organisations where appropriate.

### **Gift Aid**

Gift Aid is a tax relief allowing UK Charities to reclaim an extra 25% in tax on every eligible donation made by a UK taxpayer.

When you support Queenswood School, you'll be asked to confirm whether or not you are a UK taxpayer. Please note that Gift Aid can only be reclaimed on donations made by individuals who pay UK income or capital gains tax at a rate at least equal to the amount reclaimed on their donations in the current tax year. If in doubt, please contact the Foundation Office - [qfoundation@queenswood.org](mailto:qfoundation@queenswood.org).

Your Gift Aid declaration will stay on your file should you choose to support us again. If your circumstances change, please contact the [Foundation Office](#) so that we can update our records.

We will not claim Gift Aid when:

- You are making a donation in return for tickets, or goods and services. This is because they are not freewill gifts - you are getting something in return for your

donation. If a donation has been incorrectly marked as eligible for Gift Aid, we will not include it in our claim.

- You make a donation on behalf of someone else or a group of people. For example, if a friend gives you £10 which you donate using your details. Even if your friend is a UK taxpayer, the donation is not eligible because HMRC needs to know the details of the person actually contributing the funds.
- Making a donation on behalf of a company. You can only make Gift Aid declarations on your own taxpayer status when spending your own money. However, a company can claim tax relief on the donation when donating directly to the charity.

Not every donation is eligible for Gift Aid. To remain inline with HMRC guidelines, you may notice that we remove Gift Aid from your donation retrospectively when it is not eligible.

If you pay tax at a higher rate, you can reclaim tax relief on your gross donation at 20% (i.e the difference between the higher rate of tax at 40% and the basic rate at 20%)

The Gift Aid scheme is unique to the UK. If you are not a UK taxpayer, you can still support us but your donation will not be eligible for Gift Aid. A person living overseas can still claim Gift Aid provided they are a UK taxpayer and can satisfy the Gift Aid declaration process.

### **Data Protection**

The Foundation Office will comply with all relevant legislation, including the UK GDPR, the Data Protection Act 2018 and the Privacy and Electronic Communications Regulations 2003, so that it does not obtain, process, store or sell or pass on any data unlawfully.

The information created in accordance with this policy may contain personal data. The School's use of personal data will be in accordance with the Data Protection laws. Our privacy notices can be found on [our website](#).

### **Complaints Procedure**

We are registered with the Fundraising Regulator and are committed to best practice in fundraising. It is our aim that everyone who supports Queenswood School will have a positive experience, however, we recognise that this may not always be the case and there may be occasions when you wish to make a complaint.

If you believe that we have not complied with this policy or are in breach of the Code of Fundraising Practice as outlined by the Fundraising Regulator, please follow the steps below. Complaints may be made by anyone who has a concern including current or potential donors, staff and volunteers.

In the first instance, please contact our Alumnae and Fundraising Manager, Amy Cronin: [amy.cronin@queenswood.org](mailto:amy.cronin@queenswood.org), Queenswood School, Shepherds Way, Brookmans Park, Hatfield, AL9 6NS, 01707 959862.

Complaints about the Alumnae and Fundraising Manager should be addressed to the Bursar, Ian Williams via his PA Emma Doughty ([emma.doughty@queenswood.org](mailto:emma.doughty@queenswood.org)).

The Fundraising Regulator recommends that you raise a complaint within 12 weeks. All complaints received will be dealt with sensitively and confidentially with details only shared with those who need to know for investigation purposes.

Throughout the complaints procedure we will treat you fairly and with respect, keep you informed of progress, and let you know how to escalate a complaint if you wish to pursue it further. We will also consider if the complaint needs to be reported externally by the School.

We aim to acknowledge all complaints within three working days and to resolve them within 28 working days.

Your complaint will be fully investigated, and the outcome of our investigation will be communicated in writing within 28 days of receipt. If it is not possible to give a response within that time frame, we will contact you to explain why and to provide an indication of when a full response can be expected.

If you are not satisfied with our response, please contact the Alumnae and Fundraising Manager within one month of the date of the original response using the details above, and your complaint will be investigated by the Bursar. Your request will be acknowledged within five working days.

The Bursar will aim to complete the investigation within 28 working days and will write to you setting out the outcome of their review and the rationale for their decision.

If you are still not satisfied with our outcome, you are entitled to make a complaint to the Fundraising Regulator. The Fundraising Regulator is the independent regulator of charitable fundraising in the UK. It sets and promotes standards for fundraising practice and adjudicates complaints from the public about fundraising where these cannot be resolved by the charities themselves.

<https://www.fundraisingregulator.org.uk/complaints/make-complaint>.

Date of Policy: March 2023

Approved by : Ian Williams, Bursar

Access: On the school's website and by request to the Alumnae and Fundraising Manager.