

ETHICAL BUSINESS DEVELOPMENT AND FUNDRAISING POLICY



DEFINITIONS

'Hartpury' refers to Hartpury University, Hartpury College, and Hartpury Charitable Trust.

'Public and Private Sector Partnerships' covers individuals, groups, corporate and commercial organisations and government agencies that provide financial or non-financial support *in return* for an agreed service or purpose.

'Donor' covers a person or persons who may give *philanthropically* to Hartpury and can include individuals, charitable trusts and foundations; corporate organisations and government agencies.

'Donation' covers all forms of financial and non-financial philanthropic support received by Hartpury, such as: philanthropic gifts, pledges; endowments, legacy gifts; planned gifts, cultural gifts, in kind marketing/public relations campaigns, in-kind gifts, pro-bono gifts or sponsorship funding from corporations, private donors, legators, trusts and foundations.

'Partner' covers public sector, private sector, donors and any other individual or organisations providing financial or non-financial support to Hartpury.

INTRODUCTION

Hartpury pursues a wide variety of public and private sector partnerships to support the delivery of Hartpury's 2030 strategy. This policy has been developed to guide anyone engaged in developing business development and fundraising partnerships and income generation for Hartpury, whether paid staff, consultants or volunteers. This policy would not normally cover academic partnerships.

It is not a static document, and should be reviewed annually to ensure it is up to date with changing legislation and relevant codes of practice, and that it reflects the current culturally accepted norms.

It should be noted that all public and private sector partnerships and donations must be considered individually, and the public relations implications must be considered as much as the legal, moral and ethical implications.

This policy outlines:

1. Partner's Rights
2. Ethical Guidelines for Acceptance of Sources of Support
3. Income Generation and Fundraising Practices
4. Financial Accountability
5. Data Protection and Prospect Research

Hartpury will adhere to key guiding principles to the ethics of fundraising and income generation:

- Hartpury will engage with partners on the clear understanding that they will have no influence over the academic freedom and independence of Hartpury. This excludes partnerships focussed on research-led engagement. In such cases it would be appropriate for the partner and Hartpury to collaborate on shaping the focus of research
- Hartpury's selection criteria for admissions are based exclusively on academic achievement and potential, and are fully independent of partnerships and donations
- Financial and non-financial support will have no bearing or influence on the academic record of any past, current or future student. Furthermore, procurement policy and practice will not be influenced by the level of donation or sponsorship
- However, Hartpury is an applied learning and industry-led institution. Should funding enhance Hartpury's academic development (for example supporting a dissertation) it will be reasonable to align the funder's needs with the academic focus
- Hartpury will adhere at all times to the provisions of applicable professional codes of ethics and standards of practice. Specifically, The Code of Fundraising Practice, October 2019, produced by the Fundraising Regulator with which Hartpury is registered

Everyone involved in any form of partnership development and income generation – whether paid staff in the Business Development Office or other departments, consultants or volunteers must comply with this policy. This policy will also be available to partners upon request.

Hartpury expects all its staff and students to follow the ethical behaviours set out in the Nolan Principles. Those are selflessness, integrity, objectivity, accountability, openness,

honesty and leadership. These principles underlie this document and all policies referenced in it.

1. Partner's Rights

- a) All partnership development and income generation solicitations by, or on behalf of, Hartpury will disclose Hartpury's name and purpose for which the funds are requested. Printed solicitations (however transmitted) will also include its address or other contact information.
- b) Partners are entitled to the following, promptly, upon request:
 - The most recent annual report and financial statements;
 - Confirmation of the exempt educational charitable status of Hartpury;
 - A copy of their records and stored data;
 - A copy of these guidelines.
- c) Partners are entitled to know, upon request, whether an individual soliciting funds on behalf of Hartpury is a volunteer, an employee, or external agent.
- d) Partners will be encouraged to seek independent advice if Hartpury has any reason to believe that a proposed gift might significantly affect the partner's financial position, taxable income, or relationship with other family members.
- e) A Partner's request to remain anonymous will be respected as far as legally possible. The privacy of partners will be respected. Any partner's records that are maintained by Hartpury will be kept confidential to the greatest extent possible. Partners have the right to see their own record, and to challenge its accuracy.
- f) Partners and prospective partners will be treated with respect. Every effort will be made to honour their requests to:
 - Limit the frequency of solicitations;
 - Not to be solicited by telephone or other technology;
 - Receive printed material concerning Hartpury.
- g) Hartpury will respond promptly to a complaint by a partner about any matter that is addressed in this document. A designated member of the Business Development Team will attempt to satisfy the complainant's concerns in the first instance. A complainant who remains dissatisfied will be informed that s/he may appeal in writing through the Hartpury complaints procedure, which can be found [here](#), and will be advised of the disposition of the appeal.

2. Ethical Guidelines for Acceptable Sources of Support

- a) Irrespective of any delegation, the ultimate responsibility for ensuring donations are accepted or declined in accordance with this policy resides with the Chief Operating Officer (COO).
- b) The Director of Business Development will refer any partnership seen as contentious or potentially problematic in terms of ethics or public relations to the COO. If a consensus cannot be reached, the matter will be referred to the Board of Governors. Hartpury will only decline a partnership if it is felt by the Governors or their delegated representatives that it:
 - Would impair Hartpury in fulfilling its responsibilities and objectives;

- Is at odds with the objectives of Hartpury, its agreed policies or beneficiaries;
 - Would lead to a demonstrable net decline in the assets of Hartpury (potentially through negative PR);
 - Consists of goods, property or services which Hartpury cannot lawfully use, convert, sell or exchange in direct support of its charitable aims;
 - Is dependent on the fulfilment of unacceptable conditions applied by the partner.
- c) Where these circumstances do not apply, or where no inappropriate benefit is given to a partner, Hartpury will endeavour to develop a mutually beneficial partnership.
- d) Hartpury will usually accept money from any charitable trust registered with the Charity Commission or its equivalent in other countries for the purposes of public benefit, irrespective of its origins. An exception to this condition would arise if unacceptable conditions were requested.
- e) A partnership is liable to be refused if there is published or credible evidence that the proposed support will be made from a source that arises in whole or in part from an activity that:
- was illegal;
 - evaded taxation or involved fraud;
 - violated international conventions that bear on human rights;
 - limited freedom of enquiry, or encroached on academic freedom, or compromised academic integrity, or suppressed or falsified academic research.
- f) Unproven allegations or rumours under any of the above points will not themselves prevent acceptance of a particular donation, but care will be taken in accepting any donation, or continuing negotiations towards a possible donation, where there is a significant potential damage to Hartpury's reputation.
- g) Where Hartpury offers to name a building, academic post or other aspect of its activities in recognition of a particular donation, Hartpury reserves the right to withdraw such named recognition in the future, where it subsequently transpires that the source of support arose in whole or in part from any activity listed under point (e).
- h) A truly anonymous donation, where Hartpury only deals with an intermediary who will not identify the donor/partner, even to the Vice-Chancellor, on a strictly confidential basis, will not be accepted.
- i) Any partnerships where there is perceived to be conflict with any of the principles set out above may be referred for further scrutiny.
- j) Where concerns are raised under these ethical guidelines about a partner that has already been accepted by Hartpury, a similar process of consideration and scrutiny will be followed to that set out above in order to determine appropriate action.
- k) Hartpury will not ordinarily accept financial or non-financial support from organisations where the major part of their business demonstrates the following characteristics:
- Explicit environmental damage;

- Manufacture and sale of armaments to military regimes;
- Institutional violations of human rights, including exploitation of the workforce;
- Discrimination against the individual in any shape or form;
- Manufacture and sale of tobacco products.

3. Income generation and Fundraising Practices

Hartpury is an exempt Educational Charity and, as such, is subject to Charity Commission and Office for Students (OfS) regulation.

a) Solicitations on behalf of Hartpury will:

- Be truthful;
- Accurately describe Hartpury's activities and the intended use of funds;
- Respect the dignity and privacy of those who benefit from Hartpury's activities.
- Volunteers, employees and hired agents who solicit or receive funds on behalf of the Hartpury shall:
 1. Adhere to the provisions of this code;
 2. Act with fairness, integrity, and in accordance with all applicable laws;
 3. Take into account the needs of any possible donor who may be in vulnerable circumstances or need extra care and support to make an informed decision;
 4. Adhere to the provisions of applicable professional codes of ethics, standards of practice. Specifically, the Code of Fundraising Practice, October 2019 produced by the Fundraising Regulator with which Hartpury is registered;
 5. Cease solicitation of a prospective donor who identifies solicitation as harassment or undue pressure;
 6. Disclose immediately to Hartpury any actual or apparent conflict of interest;
 7. Not accept donations or form partnerships for purposes that are inconsistent with Hartpury's objects or mission.

b) Compensation policies, including performance-based compensation practices (such as salary increases or bonuses) will be agreed by the COO.

c) Hartpury will not sell either its donor or alumni lists. Data will only be passed to third parties when necessary for administration or when required by law.

d) The Vice-Chancellor will be informed at least annually of the number, type and disposition of complaints received from partners or prospective partners about matters that are addressed in this code.

e) In accordance with 2.4 of the Fundraising Code we have clear guidance for those who wish to raise a complaint about fundraising activities. Such complaints should be directed to the Director of Business Development in the first instance, as set out in 2 (b) above.

4. Financial Accountability

- a) Hartpury's financial affairs will be conducted in a responsible manner, consistent with the ethical obligations of stewardship and the legal requirements of national regulators.
- b) All donations/income generated and partnerships will be used to support the mission of Hartpury.
- c) All restricted or designated funds will be used for the purposes for which they are given. If necessary due to programme or organisational changes, alternative uses will be discussed where possible with the fund or the funder's legal designate. If the funder/donor is deceased or legally incompetent, and Hartpury is unable to contact a legal designate, the fund will be used in a manner that is as consistent as possible with the funder's original intent.
- d) Financial reports will be factual, accurate and reported on annually.
- e) The cost effectiveness of Hartpury's business development and fundraising programme will be reviewed regularly.

5. Data Protection and Prospect Research

- a) The Business Development Office will ensure information provided will be collected in compliance with the Data Protection Act 2018, Privacy and Electronic Communications Regulations 2003, GDPR 2018, so that it does not obtain, process, store, sell or pass on data unlawfully.
- b) The Business Development Office will, at all times, be aware of the sensitivity of information gathered and held on alumni, other individuals and organisations. This will aid our compliance with data protection legislation and ensure that information acquired via all channels, particularly information not in the public domain, is treated with the utmost respect.
- c) When using external agencies or when data may be shared with a third party, for example mailing houses and wealth screening agencies, the Business Development Office will ensure that all issues, such as data ownership, fitness for use and confidentiality, are governed by a legally binding contract. Appropriate security measures will be taken when transmitting information.
- d) When conducting prospect research, the Business Development Office will:
 - have a clear understanding of what information is fair and relevant to the purpose for which it is being used;
 - not use unethical methods to obtain prospect research information (unacceptable data or data collection methods, lack of transparency, poorly trained staff;
 - avoid personal prejudice and bias, (failure to fact-check);
 - be honest and transparent with regard to their purpose and their identity when seeking information;
 - understand the strengths and weaknesses of the sources of information used; and
 - ensure that research when presented is accurate and relevant to its purpose.

EQUALITY, DIVERSITY AND INCLUSION

As with all Hartpury policies and procedures, due care has been taken to ensure that this policy is appropriate to all members of staff regardless of their age, disability, ethnicity, gender, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sexual orientation and transgender status.

The policy will be applied fairly and consistently whilst upholding Hartpury's commitment to providing equality to all. If any employee feels that this or any other policy does not meet this aim, please contact the HR Department.

Hartpury is committed towards promoting positive mental health by working towards the MINDFUL EMPLOYER Charter. Hartpury aims to create a culture of support within the workplace where employees can talk about mental health problems without the fear of stigma or discrimination

APPROVAL & REVIEW CYCLE		
Reviewed By	Director of Business Development	March 2025
Approved By	Exec	April 2025
Interim-Review	No	-
Next Review Date		March 2027