



# The Mill Hill School Foundation Fundraising Policy

Draft October 2019

The Mill Hill School Foundation (hereafter The Foundation) comprises Grimsdell, Belmont, Mill Hill and The Mount, Mill Hill International Schools. It is a Registered Charity (No 1064758).

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

The Governors, Chief Executive, Heads 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 The Foundation.

As the Foundation is committed to the highest standards of integrity and to academic excellence, the Foundation will not accept gifts when a condition of such acceptance would compromise these fundamental principles.

## **Legislation**

UK fundraising practice must follow the relevant legislation – set out in the Charities Acts, other relevant legislation and local government by-laws. Fundraising is regulated by the Fundraising Regulator which holds the Code of Fundraising Practice for the UK and which makes sure all fundraising is legal, open, honest and accountable.

The Code of Fundraising Practice outlines the standards expected of all UK charitable fundraising organisations. It includes information about important principles and behaviours, and explains the standards for each different area of fundraising - including collections, events and trust fundraising. The Foundation is committed to responsible fundraising practice and is registered with the Fundraising Regulator.

## **Why we fundraise**

As well as an ongoing commitment to improving the Foundations' facilities and boarding houses, we are also committed to providing life-changing opportunities, through financial support, to a number of pupils who would benefit from the Mill Hill education and experience and would urge others who are able to.

To ensure that The Foundation continues to develop the lives and trajectories of our pupils we have a duty to keep our rich culture of giving alive. We are planning for a major new fundraising



campaign to renovate our boarding houses and construction project to include new state-of-the-art facilities for Sports and Wellbeing. These development projects would not be possible without our supporters' continuous and generous support.

## **Restricted fundraising**

We will ask our supporters to fund specific projects, campaigns or areas of work and guarantee to use any donations raised in this way for the designated purpose for which they were provided. Should excess funds for such initiatives be collected, the supporter's agreement will be sought for transferring the gift to other specific projects or our general activities. Governors reserve the right to apply funds to further charitable objectives where needed.

## **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 The Foundation, 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 [development@millhill.org.uk](mailto:development@millhill.org.uk)

If you are eligible for Gift Aid your status will be saved for the next time you choose to support us. Of course, if your circumstances change, you can contact the Development Office to inform us of any updates.

We will not claim Gift Aid when:

- You are making a donation in return for tickets (raffles, events and auctions) or goods and services (including challenge event registrations). This is because they are not 'freewill' gifts - you are getting something in return for your donation. If we decide a donation has been incorrectly marked as eligible for Gift Aid, we will not include it in a 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 to your Fundraising Page using your own card and 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 in line with HMRC guidelines, you may notice that we remove Gift Aid from your donation retrospectively when it isn't eligible.

If you pay tax at the 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. For gifts from the US please visit [this page](#). A person living overseas can still claim Gift Aid provided that they are a UK taxpayer and can satisfy the Gift Aid declaration in the donation process.

If you have forgotten to add Gift Aid to a recent gift, you can download our Gift Aid form here and send it to us by email or post at the address below or to [development@millhill.org.uk](mailto:development@millhill.org.uk)

## **Naming Rights**

The Foundation may wish to recognise a financial contribution made to one of the Schools within the Foundation in the form of a naming opportunity of the donors' choice. Each decision will be taken on a case-by-case basis.

Initial proposed guideline terms for new naming opportunities are outlined below, however, these are not intended to be applied rigidly:

### **A. Buildings, Facilities and Equipment**

Naming opportunities may be considered for financial contributions and will be decided on a case by case basis dependent on the size and nature of a capital project. However, naming rights may be awarded for a financial contribution towards a percentage of the construction cost of a new building or the replacement cost of an existing building. This may be for the naming of a whole building or for part of a whole building. More than one opportunity may be present in one project, for example, the whole building may be named as well as a room or area within the building.

Naming opportunities may be considered for financial donations for the refurbishment costs of facilities within The Foundation. Facilities may include laboratories, classrooms or other types of rooms located within a building; part of the whole of a building, such as a floor or a wing; and open-air facilities such as gardens, sports fields or courtyards.

Naming opportunities may be considered in return for sponsorship of equipment used by pupils within the Foundation. Equipment includes items for use within the facilities such as sporting equipment and a full list of opportunities will be available specifically for each project.



## **B. Scholarships and Bursaries:**

A financial donation of at least 50% of the cost of a pupil's education at the Foundation will be considered for naming rights. Certain criteria for accepting a pupil under a named scholarship/bursary may be set by the donor in agreement with the Development Office and CEO of the Foundation.

## **C. Events**

Sponsorship opportunities may be available for certain events such as a lecture series or fundraising gala. Sponsorship options will differ depending on the nature of the event and will be agreed with the Development Office.

## **D. Reputation Management**

A naming opportunity will not be offered where it is considered that association with the proposed name may adversely affect the Foundation's reputation, or where the terms of the donation agreement are not satisfactory to, or are too onerous on, the Foundation.

## **E. Naming Management**

Naming should always be at the discretion of the CEO, Court of Governors and under the advice of the Development Office. Details must be approved by The Foundation before being confirmed with the donor. Until that approval is given, it must be made clear to the donor that any naming opportunity is unconfirmed and should not, for example, be referred to by the donor.

A naming agreement should always be used to form a formal basis for the naming. This written agreement must be in place and signed by both parties before the donation is received

## **F. Changes to the use of a Named building**

The Foundation reserves the right to change the primary use of any building for which a donation has been made in return for a name. Should it be to the benefit of the Foundation to change the use of a named laboratory to a dormitory for example, the donor will be given adequate notice of this change and the opportunity to convert the name to another area of the Foundation should this be possible.

## **G. Termination of Naming**

The period for which a building, facility or piece of equipment may be named will be specified in the naming agreement and will end on the date specified. A donor may be offered the opportunity to continue their naming rights beyond the initial termination date. If no such agreement is entered into within 90 days of the end of the existing gift agreement, the Foundation will remove reference to the name of the donor in all media, including, but not



limited to, fixtures. In all naming agreements, the Foundation reserves the right to terminate the naming rights of a donor at any time, if for any reason it considers the association with the name to be damaging to its reputation or if the donor is in breach of the agreement, for example through non-payment of agreed contributions. In the case of early termination, the Foundation will write to the donor outlining its intention and giving the donor 30 days to respond.

## **Our promise to our supporters**

The Foundation is immensely grateful to those who support our work. In line with the Bribery Act 2010 we recognise that our supporters can expect:

- To be informed of how The Foundation intends to use their gifts.
- To know that The Foundation is committed to using all donations effectively.
- To know that any gift made for a particular purpose will be used for that purpose. Should this no longer be feasible at a future date, every effort will be made to consult the supporter (or their representatives) and their wishes taken into account as to any re-direction of funds.
- To feel confident that The Foundation will invest and use their donations wisely and appropriately, acting at all times in the long-term best interest of The Foundation.
- To receive information about work they have supported and the general work of The Foundation.
- To be informed whether those seeking donations are volunteers or employees of The Foundation and to be confident that they will always observe the highest professional standards.
- To be confident that any request for anonymity will be observed and their rights to privacy will be respected.
- To receive a prompt acknowledgment and appropriate recognition of their donation in accordance with their wishes.

Additionally, in response to the Act we periodically assess our current activities to establish whether there are any particular risk areas, and to assess the strength of measures they have in place to prevent bribery.

## **Complaints**

It is our aim that everyone who supports the Foundation will have a positive experience however we understand this may not always be the case and supporters may not be happy or



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satisfied with their experience. If this happens, please report any complaints directly to the Development Office: [development@millhill.org.uk](mailto:development@millhill.org.uk).