

North Bay ETNS Fundraising Policy

This protocol provides guidance for the planning and management of fundraising activities and events taking place on the school premises, and elsewhere, that are carried out in the name of North Bay ETNS. The Charities Regulator's guidance *Guidelines for Charitable Organisations on Fundraising from the Public* and *Charities Governance Code* must be followed. All fundraising should also follow the values and principles of the Educate Together ethos: co-educational, multi-denominational, child-centred, and democratically run.

Fundraising for the school is necessary because, although financed by the Department of Education and Skills, the school requires extra income to enhance the educational experience of our children; to upgrade technology, provide playground equipment, special needs equipment, and educational resources. Fundraising may also be used to fund any financial shortfall that may occur.

Fundraising activities for the school should be proposed by or through the Patron Committee or Fundraising Sub-Committee, appointed by the Patron Committee, as appropriate.

Parents, guardians, and pupils should be encouraged to contribute **only to a level that they can afford**, and to not feel compelled to participate in direct fundraising. Non-participation should never be highlighted.

All pupils will be treated equally irrespective of whether parents and guardians make a contribution.

1. Annual Fundraising Plan

The Fundraising Sub-Committee will present a draft fundraising plan at the end of each year for the next school year. The plan will be finalised in September and circulated to the Board of Management the Patron Committee. An example template for the Plan can be seen in Appendix A.

The following should be considered when creating the annual fundraising plan:

- 1.1. Fundraising should always be consistent with the ethos of the school.
- 1.2. Fundraising should be non-discriminatory.
- 1.3. Aim to include a balance of events that will allow for participation and inclusion for all in the school community and in the wider community.
- 1.4. Fundraising should reflect, where possible, the cultural diversity of the school and the wider community and aim to maximise the benefits of that cultural diversity.
- 1.5. Fundraising may include children actively and creatively, where appropriate. Fundraising offers an opportunity for the school community to collectively demonstrate to our children how we can work together creatively and in a mutually supportive, respectful, and responsible manner for the achievement of a common purpose. North Bay ETNS pupils may raise sponsorship or otherwise raise funds for the school through their efforts. It is not recommended that the students go door-to-door to solicit sponsorship.
- 1.6. Alcohol will not be made available at events where pupils are present but may be part of a suitable proportion of fundraising activities during the year on the school premises where pupils are not present or at events held away from the school premises.
- 1.7. Fundraising should take into account environmental considerations and support conservation wherever possible. Fundraising plans should be reviewed in this regard.
- 1.8. Careful consideration should be given where fundraising activity would or could give rise to pupils being exposed to the media. Where exposure to the media would or could arise, pupils and their parents or guardians should be informed of this and given the opportunity to opt to feature in media coverage.
- 1.9. If collections are to be conducted in a public place, a Garda permit must be sought.

The fundraising plan will be provided to the Patron Committee and the Board of Management for review and agreement, to ensure that the plan provides a balance with respect to the fundraising principles and maximising the potential to meet the funding needs of the school. The Board of Management should ensure that fundraising events on the school premises are run in accordance with Health and Safety and other considerations that are the responsibility of the Board of Management.

Proposals that arise during the year for new activities, or material changes to existing activities on or off the school premises, should be communicated to the Patron Committee and the Board of Management or its representative for review and agreement and, in the case of activities on the premises, for review with respect to Health and Safety and other considerations that are the responsibility of the Board of Management.

The Board of Management may halt an event, or an activity at an event, at any time where they believe that the event or activity is not consistent with them meeting their responsibilities.

Where this occurs, the Board of Management will communicate to the Patron the reasons for the decision and will work with the Patron in the review of this protocol or will aim to put new arrangements in place to facilitate the fundraising, subject to discussions.

2. **Volunteer Fundraisers**

All fundraisers **must** be trustworthy and behave in a manner that is respectful, honest, and transparent at all times, ensuring donors are not misled.

All fundraisers **must not** intrude on an individual's privacy in any way, apply undue pressure on individuals or be unreasonably persistent in requests for donations.

All fundraisers should be aware of, and able to state the purpose of the fundraising, for example, for specific items or causes.

Fundraisers should carry clearly visible identification containing the charity name, logo, contact details, and Registered Irish Charity Number. If practical, the name of the fundraiser should also be visible on the identification.

Donors should be made aware of whether fundraisers are employees of the charity, third party agents or volunteers.

Any confidential information gathered during the course of fundraising activities must not be disclosed without informed, prior consent of the individual. All GDPR legislation must be adhered to at all times.

Fundraisers must not exploit any personal relationships or misuse their position for personal gain.

All health and safety, and child protection laws must be followed at all times.

The Patron Committee and Fundraising Sub-Committee should respect all management arrangements within the volunteers and avoid any actions that might undermine such arrangements.

The Patron Committee and Fundraising Sub-Committee should work considerately and fairly with all volunteers in a way that respects diversity, different roles and boundaries and avoids giving offence.

When organising volunteers, a link to this document will be included and all volunteers required to read it prior to assisting in fundraising activities.

3. Third Party Fundraising

The Patrons do not employ any fundraisers or use third party agents to solicit fundraising. The Patrons do not delegate the management of the fundraising activities to third parties. Should these occur in the future, all requirements laid out in the *Guidelines for Fundraising from the Public* must be met.

The Patron may use a third-party agent to facilitate online donations to the charity. When this is the case, the patrons must ensure that there is a clear definition of costs associated with the use of such a service and that the use of these services provide more benefit to the charity than to the third party.

4. Donations

All fundraising communications should be clear and correct, and the purpose of the fundraising must be accurately described to donors.

When fundraising for a specific purpose, all monies raised must go towards that cause. There should be a plan in place to handle any shortfall or excess that results from the fundraising. The committee should be able to inform donors of this plan.

Where all of the proceeds of an event are not going to the cause/charity this should be made clear to donors. If collected items such as clothing or other articles are not to be used directly by beneficiaries of the charity but, for example, are to be sold, donated to another charity, or recycled, this should be made clear to donors.

Donations should be made through the on-line portals where possible, or through the Blue Box.

In situations where sums of money are to be given to the fundraising committee, outside of an organised event on school premises, such as sale of raffle tickets or hoodies, cash should not be given directly to the members of the committee but should be donated through the on-line portal or placed in the Blue Box and all financial protocols should be followed in relation to the handling of that money. Committee members or their children should not take home sums of money.

All donations must be handled in accordance with the *North Bay Financial Protocols* and the Charities Regulators *Guidelines on Internal Financial Controls for Charities*.

5. **Vulnerable People**

When fundraising, the vulnerability of potential donors, including minors, must be considered. Those who may require additional support and care to make an informed decision about donating must not be exploited in any way. Any donations received from individuals who may have lacked the capacity to make an informed decision at the time of donation should be returned immediately.

6. **Commercial Sponsorship and Support**

Sponsorship and other forms of support from commercial enterprises may form part of school fundraising. The responsibility for the acceptance of sponsorship or donations rests with the Patron. The Patron Committee or its Fundraising Sub-committee must respect the ethos of the school and agreed policies when considering any potential donations or support and will avoid personal prejudices and interests in making decisions on acceptance of sponsorship or donations.

When discussing the acceptability of commercial support or donations, the financial situation of the school and opinions of the Patron Committee, the Principal, the Board of Management, the Parent Teacher Association and members of the wider school community should be taken into account. The Patron will request advance approval from the Board where any of the activities associated with a commercial sponsorship impacts on the day-to-day running of the school, either directly or indirectly.

Certain companies, including but not restricted to, alcohol brands, soft drink brands that are high in sugar, food brands that are high in fat, and tobacco brands **should not** be considered for sponsorship support.

The school recognises and values the support of local businesses, in particular.

When commercial sponsorship and support form part of the fundraising, the fundraising sub-committee will:

- 6.1 Respect the integrity of sponsors and donors.
- 6.2 Be honest in all dealings with sponsors and donors.
- 6.3 Communicate openly with sponsors and donors on relevant matters.
- 6.4 Acknowledge commercial support to the school at school events, as appropriate.
- 6.5 Take care to ensure that contributions or support are used in the way that was communicated with the sponsor or donor.

- 6.6 Elicit the agreement of the sponsor or donor where there is a change to the use of support or contributions agreed or communicated. This should occur before the use of the support or donation.

Asking supporters for feedback on the fundraising relationship should be considered, e.g., the objectives of the support and the value that the supporter gains from supporting the school.

7. **Policies**

All fundraising activities must be carried out in line with North Bay Governance documents.

7.1 **GDPR Policy**

Any information obtained or collected during the course of fundraising activities must be collected fairly and lawfully and must be treated as confidential. All legal requirements under data protection legislation must be complied with fully and completely.

7.2 **Complaints Policy**

Concerns with respect to whether individual events or activities at events are in keeping with this protocol or with the ethos of the school in general should be raised with the Patron Committee following the procedure set out in the North Bay Patron Complaints Policy.

7.3 **The North Bay Financial Controls Protocols.**

All fundraising activities must be carried out in accordance with the North Bay Financial Protocols and the Charities Regulators *Guidelines on Internal Financial Controls for Charities*.

Appendix A – Example Template for the Annual Fundraising Plan

Annual Fundraising Plan Sept 202X – June 202X

	Estimated Date	Activity	Resources Required	Location
September				
October				
November				
December				
January				
February				
March				
April				
May				
June				

Prepared By: _____

Date: _____