

# Policy on fundraising with and responding to people in vulnerable circumstances

Philanthropy should be a positive experience for everyone. Making a gift to Brasenose College is an important way that our donors can show support for issues and institutions that they care deeply about. Our fundraising efforts seek to establish and develop relationships with individuals around the world – both existing donors and potential new supporters – to engage them in the world-leading research and education offered by Brasenose College.

Brasenose College recognises that some of the people we engage with through our fundraising activity may be in a vulnerable circumstance, or may need additional support to make a decision. This policy sets out guidance for anyone involved in fundraising for the College, whether academics, staff, or fundraising volunteers. For the purposes of this document, the term ‘fundraiser’ refers to anyone engaged in any form of fundraising activity for Brasenose, whether in-house or a third party.

## Sector Guidance

The Fundraising Regulator’s Code of Fundraising practice states that:

- Fundraisers **MUST** take all reasonable steps to treat a donor fairly, enabling them to make an informed decision about any donation. This **MUST** include taking into account the needs of any potential donor who may be in a vulnerable circumstance or require additional care and support to make an informed decision.
- Fundraisers **MUST NOT** exploit the credulity, lack of knowledge, apparent need for care and support or vulnerable circumstance of any donor at any point in time.

The College’s approach is informed by the Institute of Fundraising’s ‘Treating Donors Fairly’ Guidance: <http://www.institute-of-fundraising.org.uk/library/treatingdonorsfairly/>.

## Brasenose College’s approach

Fundraisers for Brasenose College should respond to the needs of each individual donor, which will depend on the nature of the interaction and engagement. In all circumstances, Oxford expects those fundraising on its behalf to be alert to people who may be in a vulnerable circumstance and to treat those individuals with respect and care.

If the fundraiser has reasonable grounds for believing that a potential supporter lacks the capacity to make a decision, then a solicitation should not be made, nor should a donation be accepted.

If, after receiving a donation, Brasenose receives evidence that the supporter lacked capacity to make the decision to donate, then the donation must be returned. Brasenose will follow the guidance from the Institute of Fundraising and the Charity Commission in these cases.

If a fundraiser believes that an individual may be in a vulnerable circumstance or unable to make an informed decision, the fundraiser should politely end the interaction in such a way as to not cause distress. When ending fundraising activity, if there is the opportunity to do so, the fundraiser should check the individual’s preferences as to whether they would like to be contacted again in the future.