



EMMAUS CATHOLIC MAC

Fundraising Policy

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Post holder responsible	CFOO



Commitment to Equality:

We are committed to providing a positive working environment which is free from prejudice and unlawful discrimination and any form of harassment, bullying or victimisation. We have developed a number of key policies to ensure that the principles of Catholic Social Teaching in relation to human dignity and dignity in work become embedded into every aspect of school life and these policies are reviewed regularly in this regard.

This Fundraising Policy has been approved and adopted by Emmaus Catholic Multi Academy Company on 18th June 2024 and will be reviewed in September 2026.

Signed by Director of Emmaus Catholic MAC: *J Griffin*

Signed by CSEL for Central Team: *S Horan*

This policy relates to all Emmaus schools.

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DEFINITIONS

The Company's standard set of definitions is contained at [Definition of Terms](#) – please refer to this for the latest definitions.

1. Introduction

- 1.1 Emmaus Catholic Multi Academy Company (the MAC) is a multi-academy company that has charitable status under the Registered Charity; Birmingham Roman Catholic Diocese – Registered Charity Number 234216.
- 1.2 Emmaus Catholic Multi Academy Company is ultimately responsible for the allocation of resources to deliver the vision of the MAC. Within this context the Board delegates responsibility for the management of available finances to Local Governing Bodies (LGBs) as outlined in the scheme of delegation and within the constraints of budgets approved by the governing body and the Board.
- 1.3 While the MAC or individual MAC schools may, from time to time, look to raise funds to support annual expenditure and capital projects, the vast majority of fundraising efforts are focused on raising funds for the schools to provide the very best Catholic education for all.
- 1.4 Our schools have active parents' associations (PTAs) which organise and run a number of events during the course of each academic year, typically including a fundraising element – either through income from ticket sales exceeding event costs, or through the inclusion of a raffle or auction element. Examples of events include the School Fayres, a Quiz Night, Discos' and Parties. The individual school PTAs are responsible for managing all income and expenditure associated with these events and has its own separate bank account and maintains its own accounts. Whilst the school does not direct the PTA events in any way, the school fully supports the PTA and all fundraising initiatives will require the prior approval of the (Executive) Principal.
- 1.5 The PTA will donate funds to the school and the use of the funds are approved by the (Executive) Principal, who ensures that the funds are applied to investments and purchases that are in line with the strategic direction and requirements of the school. The (Executive) Principal meets the Chair of the PTA regularly to ensure that the activities of the PTA are in line with the strategic direction of the school. All donations made by the PTA are recognised in the MAC accounts. In some cases, the PTA may directly purchase an asset or item and donate it to the school; in other cases, the PTA will donate cash to the school for the school to purchase the asset or item that the cash has been explicitly donated to fund.
- 1.6 The schools will actively support the PTA and will commit to providing the premises free of charge for fundraising (subject to site availability) and will invite the PA to support key events through the support of refreshments and/or activities as well as promoting their school fayres, raffles etc.

- 1.7 The MAC and the MAC individual schools, receive donations or legacies from third parties - we recognise these in our accounts. These donations are received in the form of parent donations, past pupil donations, legacy gifts and staff donations.
- 1.8 The MAC require all fundraising to be carried out ethically and in line with our core values. At the heart of fundraising ethics lies the need to ensure that the MAC objectives, sense of personal integrity and the trust of donors are not violated. This requires openness, transparency and respect. There is also the need for the MAC and individual MAC schools to ensure that they do not expose themselves by accepting donations from questionable or inappropriate sources.
- 1.9 The MAC is required to report serious incidents to the Charity Commission, such as loss of charity money or assets, damage to charity property, suspicion or allegations of criminal activity, links to terrorism through donors, circumstances in which a report has to made to the Information Commissioner or circumstances affecting negative media attention or adversely affecting the MAC reputation.
- 1.10 This Fundraising Policy sets out the principles under which the MAC and the individual MAC schools will seek to operate when undertaking fundraising activities. It takes into account the Code of Fundraising Practice from the Fundraising Regulator and the Institute of Fundraising.
- 1.11 This policy must be read in conjunction with the MAC anti-bribery policies, data protection policies, whistleblowing policies and the financial scheme of delegation.

2. Fundraising General Principles

- 2.1 The MAC adopt the following general principles which apply to all fundraising:
 - All fundraising activities must be to support with the education of Emmaus pupils or support local charities as agreed by the Roman Catholic Archdiocese of Birmingham, the MAC or individual MAC schools.
 - All funds raised for a particular cause must be used for that cause and reported to donors accordingly.
 - All staff, pupils and volunteers carrying out fundraising activities are expected to act with fairness, honesty, integrity and openness.
 - Fundraisers must not exploit their position for personal gain.
 - All funds received must be carefully recorded, counted, and banked where applicable.
 - We will not exaggerate facts so to obtain further funds.
 - Publicity and promotional activities must be truthful and non-deceptive.

- We will not take advantage of mistakes made by donors.
- We will not support or donate to terrorist organisations or political parties.
- We will treat donors fairly, enabling them to make informed decisions about donations, taking account of the needs of donors who may be vulnerable or may need additional support to make informed decisions.
- We do not take advantage of credulity, lack of knowledge, or apparent need for support or vulnerable circumstance. We adopt the Institute of Fundraising's 'Treating Donors Fairly' guidance.
- We do not seek or accept donations if we know or suspect that a potential donor lacks capacity and will return any donations made by someone who lacked capacity at the time.
- We do not make unreasonable intrusions into privacy, are not unreasonably persistent and will not place undue pressure on anyone to donate.
- We will not ask for support if a person has clearly indicated that they do not wish to continue to engage, or we have reasonable grounds for believing in the course of engaging with an individual that they are in vulnerable circumstances and unable to make an informed decision to donate.
- All gifts should be made without coercion and as an informed decision.
- Donors will be encouraged, in writing, to seek independent advice if there is any reason to believe that a proposed gift might significantly affect the donor's financial position, taxable income, or relationship with other family members. It will remain the donor's responsibility to consider such matters prior to making a gift.
- Donors will be acknowledged and recognised as they may reasonably wish. A donor's request to remain anonymous will be respected as far as is legally, practically and ethically possible.
- The privacy of donors will be respected. Any donor records that are maintained by the MAC or individual MAC schools will be kept confidential to the greatest extent possible. Donors have the right to see their own donor record and to challenge its accuracy.
- Donors have the right to ask that their donations be allocated to a specific area of activity. The MAC and individual MAC schools will meet these requests wherever possible and appropriate in order to deliver their objectives.
- The MAC will not sell or exchange personal details of donors. The Privacy Notice available on our website explains how the MAC collects, stores, manages and protects personal information.
- All fundraising solicitations by, or on behalf of the MAC, will disclose the School's name and the purpose for which the funds are requested. Where funds are sought for the MAC, its name will be disclosed. Printed

solicitations (however delivered) will also include the School's address and contact details.

- We are transparent about fundraising and include a report about fundraising in our annual report and accounts as required by section 13 of the Charities (Protection and Social Investment) Act 2016.
- The Directors of the MAC and Local Governing Bodies of the School oversee our fundraising, having regard to the Charity Governance Code, published by the Good Governance Steering Group, Charity Fundraising: A Guide to Trustee Duties and The Essential Trustee, both published by the Charity Commission.

3. Overview of Fundraising Practices

- 3.1 The schools utilise various fundraising schemes such as easyfundraising, and are also registered for gift aid on donations.
- 3.2 MAC fundraising priorities must be discussed at the Resources Committee and approved by the Board of Directors.
- 3.3 Individual school fundraising priorities must be discussed at the Local Governing Body meetings and approved by the LGB members and (Executive) Principal.
- 3.4 Individual school fundraising priorities should be discussed with the school accountant prior to applying. The accountant must check the fundraising priority complies with the MAC strategic direction and the Academy Trust Handbook. Once the accountant is satisfied the conditions are met, the school can proceed with the fundraising priority.
- 3.5 School fundraising priorities must be reported to the Chief Finance and Operations Officer 'CFOO' at the start of the year to be included on a MAC fundraising calendar. The CFOO must include regular updates on fundraising to the Resources Committee.
- 3.6 Certain fundraising activities in school will be ring-fenced for the school campaign and these may include: parent donations, school fayres, fundraising walls, easyfundraising donations, baking competitions and/or summer events.
- 3.7 Throughout the year pupils may be invited to participate in themed days e.g. a school disco, mufti days, school fayres, Christmas jumper day and these will be charged at a rate agreed by the LGB and (Executive) Principal and the funds will be spent in accordance with the schools fundraising objective for the year.

- 3.8 Each year the schools will select a charity to support, with consideration to be made for the recommendation from the Diocese, such as Father Hudsons. Directors may recommend a charity for all schools to support during the year.
- 3.9 The national Poppy Appeal will be supported through the sale of poppies.
- 3.10 Regrettably, the MAC and MAC individual schools may not be able to support other charities. However, where appropriate, the school may support pupils or staff with fundraising for other causes or charities through offering to publicise events taking place outside school. Requests will be considered on a case-by-case basis and the fundraising goals should align with the school's ethos and values.
- 3.11 The MAC and individual MAC schools will use newsletters, the website, Facebook, Instagram and X to communicate with parents and carers, as well as former pupils to advertise fundraising priorities.
- 3.12 We encourage parents and partners of staff to seek applications with their employers for matching schemes (where the employer matches the amount raised in a fundraising event or activity).
- 3.13 We also welcome sponsorships from local businesses, employers and Alumni members for specific fundraising projects and donations of resources (e.g. science equipment, sports kits) as well as work experience placements and apprenticeship opportunities to support our pupils, their learning and career development.
- 3.14 All donations are received with a huge amount of gratitude.