

ETHICAL FUNDRAISING POLICY

Introduction

As a university art gallery, the Whitworth uses its collection, building and surrounding park for enjoyment, wellbeing, learning and inspiration. We aim to provoke debate, encourage community cohesion and engage people through making.

As an integral part of The University of Manchester, we are an educational institution and we are committed to the pursuit of academic freedom.

The Development Function

The development function in this context is primarily concerned with income generation from 'philanthropic' sources – namely, grant giving bodies, individual donors, companies, groups and associations and fundraising events – to provide additional resources to supplement the income provided by the gallery's core funders.

Context

In undertaking these fundraising activities, the Whitworth recognises the need to conduct its fundraising within the context of:

- The University of Manchester's Framework for the Management and Governance of Philanthropic Income.
- The Institute of Fundraising's Codes of Fundraising Practice.
- The Museums Association Code of Ethics.

Ethical Fundraising Statement

The ultimate responsibility to accept or decline a donation resides with the Board of Trustees (Governors of The University of Manchester), with day-to-day responsibility devolved to the Director of the Museum.

The Head of Development is responsible for seeking sponsorship and donations within the framework of the agreed budget and business plan, consulting with relevant programme staff and the Director.

The Whitworth will decline a donation or sponsorship if:

- The donor has acted illegally in the acquisition of funds.
- Acceptance would damage the effective operation of the Whitworth in fulfilling its stated objectives.
- Acceptance would harm relationships with other partners, visitors, funders or stakeholders.
- It would create an unacceptable conflict of interest.
- It would damage the Whitworth's reputation.
- Acceptance would lead to a demonstrable net decline in the assets of the Whitworth.
- Acceptance is dependent upon the fulfilment of unacceptable conditions applied by the donor. These might include interference in the editorial and curatorial freedom of the Whitworth in its exhibitions and associated programmes.

All sponsorships and donations will be reported to the Director prior to acceptance. Any contentious sponsorships will be discussed first with the gallery's Leadership Team and then if necessary the University's Development and Alumni Relations Office. If appropriate they may ultimately be referred to the University's Board of Governors for approval.