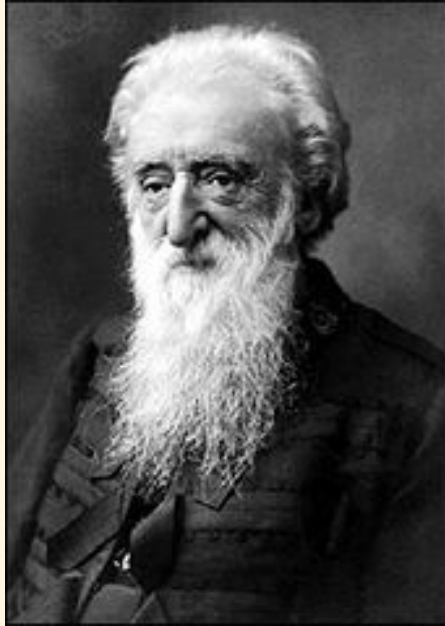




Ethics in Fundraising



Do the ends
always justify
the means?



"I shall take all the money
I can get, and I shall wash
it clean with the grateful
tears of widows and
orphans"

General William
Booth, Founder of
the Salvation Army







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College sets up inquiry into Sait G

By Jonathan Owen | Sunday 6 March 20

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LSE head quits over Gaddafi scandal

LSE director Howard Davies resigns after fresh allegations over links to Libyan regime as PR firm admits errors over lobbying



Howard Davies has resigned as director of the London School of Economics. Photograph: Eamonn McCabe for the Guardian

A deepening row over the London School of Economics and its dealings with the Gaddafi regime has claimed the career of the university's director.

Sir Howard Davies resigned after fresh revelations that the institution had been involved in a deal worth £2.2m to train hundreds of young Libyans to become part of the country's future elite.

What are ethics?

Moral principles that govern a person's **behaviour** or the conducting of an activity.

Ethics provides us with a **moral map**, a framework that we can use to find our way through difficult issues.

Ethics can **eliminate confusion** and **clarify** the issues. After that **it's up to each individual** to come to their own conclusions.

What sorts of ethical issues might we come across when we're fundraising?

- Legal
- Reputational
- Moral
- Strategic

Code of practice and our behaviour

Gift acceptance

Code of Practice

- Requests are truthful
- Donations support published purpose
- Fundraising costs kept low
- High standard of transparency and accountability
- Respect our supporters

Gift acceptance

- Do we know who the donor is?
- Do the funds come from a legal source?
- Is there expectation of personal advancement or influence from the donor?
- Could the relationship damage our reputation? Or our relationship with other key stakeholders?
- Does the gift fit with our strategic mission?
- Will the gift cost us more to set up than it is worth to us?

Scenarios

- Get into groups of 8-10
- Discuss scenario 1 for 5 minutes
 - What are the ethical issues?
 - Legal, reputational or moral?
 - What is your gut feeling? Why?
 - Does everyone in the group feel the same way?

A well-known multi-national mining plc approaches you to provide £20m funding for a Chair, their Institute, and the research programme into sustainable resources. The Institute was in your department's strategic plan and so fits with the university's priorities. The funding would come from their charitable foundation and would enable you to recruit the Chair and set up the Institute much more quickly than you would have been able to without it. The company has a mixed reputation and has been subject to a number of unsuccessful law suits around the world for bribery and human rights issues. Would you accept the gift?

Let's say you did, and a few years later when the Institute is now up and running, a mining dam that the company operates collapses killing 19 people, polluting a river and devastating the local region. What do you do now?

Ethical Decision Making

- Are there any factors affecting my decision-making ability today?
- Am I carrying any bias that may affect my decision-making ability in relation to this case in particular?
- Do I need further information in order to make a decision?
- Would I be happy explaining this decision to colleagues, family and friends?
- How would I feel if this decision was on the front cover of a newspaper?

Scenarios again!

- In your groups, discuss each scenario in turn
- Find out what each person thinks
- Challenge each other
- Play devil's advocate and look at both sides

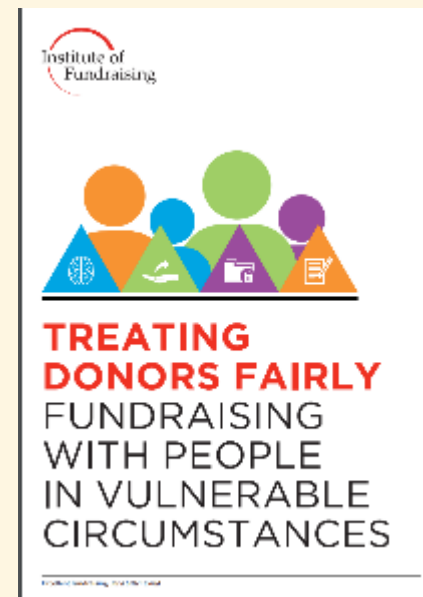
You have 10 minutes

What are we required to do?

- Pearce Review of Philanthropy in UK HE 2012
- Code of Fundraising Practice
- Charity Commission CC20 Trustee Responsibilities

Things to put in place

- Your own code of fundraising practice
- A donor charter
- Policy on vulnerable donors
- Gift acceptance policy and committee



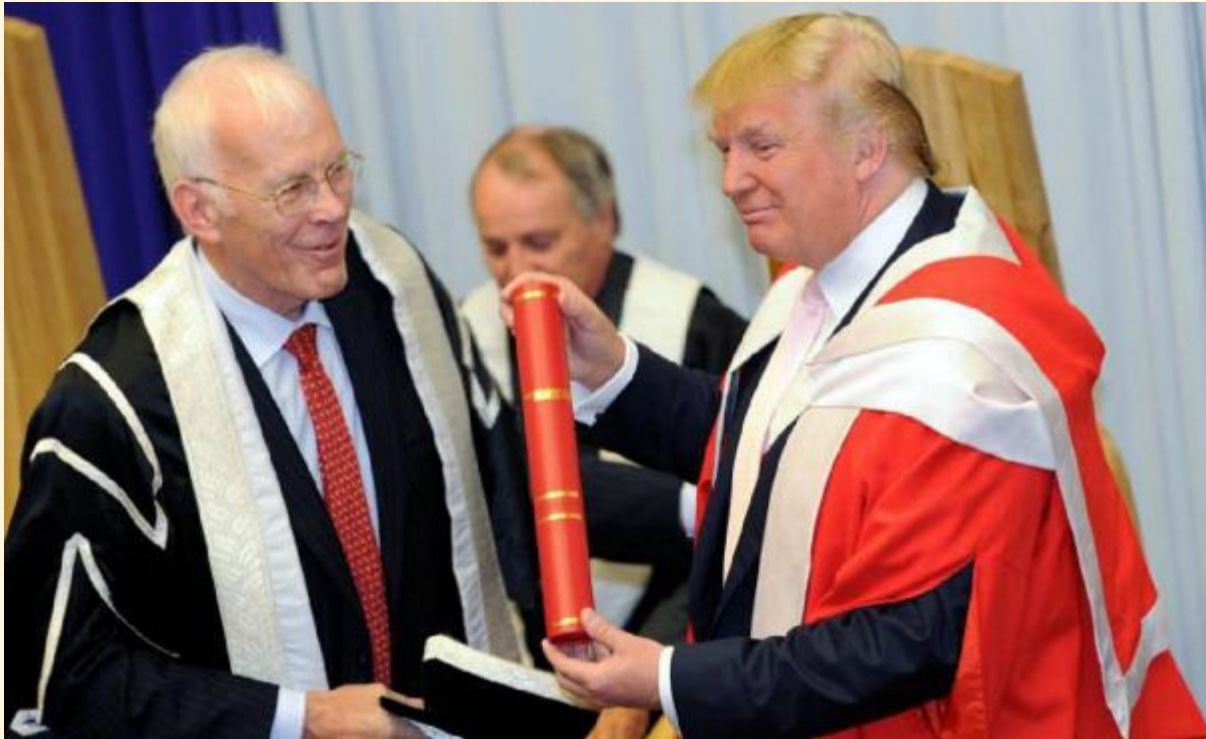
CASE Ethical Resources

www.CASE.org – About CASE - Ethics

- Donor Bill of Rights
- CASE Statement of Ethics
- Principles of Practice:
 - Alumni Relations
 - Marketing Communications
 - Periodicals Editors
 - Philanthropy/Adv. Services
- CASE Europe Guidelines on Gift Acceptance (post-Woolf)



Seemed like a good idea at the time...





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