



Corporate Fundraising and Sponsorship Policy

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1. Introduction

Ormiston Bushfield Academy recognises the importance of forming positive, ethical and purposeful relationships with external organisations, businesses and corporate partners. These relationships can enrich students' educational experiences, broaden opportunities, and support strategic development across the Academy. This policy outlines the standards, processes, and expectations governing all corporate fundraising and sponsorship activities undertaken by or on behalf of the Academy. The policy ensures that engagement with external organisations always upholds our core values of ambition, integrity, respect, inclusion, and community.

2. Aims and Objectives

The aims of this policy are to:

- Establish a clear framework for evaluating, approving and managing corporate fundraising and sponsorship.
- Ensure all corporate partnerships are ethical, transparent, safe and aligned with the Academy's strategic goals.
- Protect students, staff, the Academy's independence and reputation, with an emphasis on safeguarding.
- Provide procedures for accountability, financial propriety and responsible donor stewardship.

3. Guiding Principles

All corporate fundraising and sponsorship must adhere to the following principles:

3.1. Integrity and Transparency

The Academy will always act honestly and transparently in its dealings with corporate partners. Information shared with donors and sponsors will be accurate, clear and accessible.

3.2. Educational Benefit

Corporate support must enhance student learning, wellbeing, enrichment opportunities or the long-term development of the Academy.

3.3. Independence

The Academy will maintain full control over curriculum, operations, decision-making and strategic direction. Donations or sponsorships may not influence teaching, resource choices or procurement decisions.

3.4. Ethical Conduct

The Academy will not engage with organisations whose activities, values or reputation conflict with our educational mission, safeguarding responsibilities, or equality commitments.

3.5. Safeguarding and Equality

All corporate activity must promote a safe, inclusive and equitable environment for students. Corporate partners must comply with all safeguarding requirements.

3.6. Alignment with Academy Ethos

All corporate fundraising and partnerships must strengthen the Academy's mission to provide an ambitious, inclusive, enriching and high-quality educational experience. Partnerships should promote community engagement, raise aspirations, support personal development and contribute positively to the life of the Academy.

4. Types of Corporate Support

The Academy may accept the following forms of corporate support:

4.1. Financial Donations

One-off or ongoing monetary contributions used for agreed purposes. Donations may be unrestricted or restricted to a specific project.

4.2. Sponsorship

Support for events, programmes, equipment, facilities or activities, where the sponsor may receive proportionate recognition. Sponsorship does not constitute endorsement of a company or product.

4.3. Gifts-in-Kind

Donations of goods, equipment, software, services or employee time.

4.4. Corporate Grants and Funding Schemes

Applications to company foundations, employee-matched funding programmes or community investment schemes.

4.5. Collaborative Partnerships

Long-term arrangements where corporate partners contribute to curriculum enrichment, skills-based projects, mentoring, careers education or work-experience opportunities.

5. Approval and Due Diligence Process

All corporate fundraising and sponsorship must be subject to appropriate approval processes.

5.1. Initial Screening

Proposals must be assessed for educational benefit, alignment with Academy values, potential risks and feasibility.

5.2. Principal Approval

All corporate support must be authorised by the Principal.

5.3. Governing Body Oversight

High-value, long-term or strategically significant partnerships must be approved by the Local Governing Body.

5.4. Trust-Level Oversight

Where required, proposals will be referred to Ormiston Academies Trust for compliance with trust-wide policies.

5.5. Written Agreements

All sponsorships and major donations must be confirmed in writing through a Sponsorship Agreement. Agreements must outline expectations, deliverables, duration, reporting requirements and exit provisions.

6. Criteria for Accepting or Declining Support

The Academy may accept corporate support where:

- There is clear benefit to students or the academy community.
- The donation or sponsorship aligns with Academy values and priorities.
- Support does not compromise independence or impose inappropriate obligations.
- The source of funding is ethical and legally compliant.

The Academy will decline support where:

- The organisation engages in illegal, discriminatory, harmful or unethical practices.
- The partnership risks reputational damage or conflicts of interest.
- It pressures students or families to purchase goods or services.
- It restricts the Academy's freedom of choice in procurement or curriculum decisions.

7. Proscribed Organisations and Sectors

To protect students and uphold our values, the Academy will not seek or accept donations, sponsorship, gifts-in-kind, or partnerships from organisations in the following categories, or from their wholly-owned subsidiaries or controlled affiliates:

Sanctioned Persons or Entities	Any individual or organisation designated on the UK Sanctions List, or owned/controlled by a designated person
Tobacco and Vaping	Manufacturers, distributors or front groups for tobacco or e-cigarette products
Alcohol	Producers or marketers whose primary business is alcoholic beverages
Gambling	Betting, gaming or gambling services and their primary suppliers
Adult/Explicit Content	Producers or distributors of adult entertainment
Weapons and Armaments	Companies whose primary business is weapons manufacture or sales
Fossil Fuels	Companies whose primary business is the extraction, processing or sale of coal, oil or gas, where the partnership would conflict with our sustainability and educational objectives
Other High-Risk Sectors	Organisations engaged in activities that materially conflict with safeguarding, equality and student wellbeing

Updates and Exceptions:

This list will be reviewed annually. Any proposed exception must be approved by the Principal and the Local Governing Body with a written risk assessment and clear educational rationale.

8. Financial Management and Accountability

To ensure financial transparency and propriety:

- All funds will be held in the designated deferred income account.
- Funds restricted to a purpose will be used only for that purpose.
- Records of income and expenditure will be maintained in accordance with Academy and Trust financial procedures.
- All corporate income is subject to auditing and financial reporting requirements.
- Acknowledgement of funding will be recorded and communicated appropriately.

9. Branding, Marketing and Recognition

Recognition of corporate contributions must be proportionate, appropriate and aligned with Academy values.

Permitted forms of recognition include but are not restricted to:

- Acknowledgement on the Academy website and social media.
- Logos on event materials, printed programmes or signage.
- Thank-you letters, certificates or appreciation events.
- Raising awareness of the company in general.

The Academy will not:

- Allow branding that implies product endorsement.
- Permit advertising targeting students.
- Integrate branding into curriculum content.
- Allow promotional activity that conflicts with safeguarding or student wellbeing.

10. Safeguarding, Data Protection and Conduct

All corporate partners must comply with Academy safeguarding procedures. Representatives visiting the Academy must follow all visitor protocols and, where necessary, provide DBS clearance.

Donor and sponsor information will be handled confidentially and in accordance with UK data protection legislation. Personal data will not be shared without consent unless required by law.

11. Complaints and Termination

Any complaints regarding corporate partnerships or fundraising activities will be addressed under the Academy's Complaints Policy.

The Academy reserves the right to withdraw from a partnership if:

- New information raises ethical or reputational concerns.
- The partner breaches the agreed terms.
- The partnership no longer aligns with Academy priorities.

12. Monitoring and Review

The Local Governing Body will review this policy every three years, or sooner if required due to changes in legislation or trust guidance. Monitoring will include evaluation of partnership effectiveness, financial compliance and impact on students.

13. Related Documents

- Corporate Sponsorship – Process and Templates
- Sponsorship Review Checklist – Appendix A

Appendix A - Sponsorship Review Checklist

Area to Check	Status
The sponsorship aligns with academy policy	
The sponsor's activities are consistent with the ethos and values of the Academy	
There is no risk of damage to the academy's reputation and image	
A financial viability check has been conducted and there are no potential financial risks identified	
Legal assurances have been obtained	
The sponsor has adequate insurance cover	
There is no conflict of interest, and no personal benefits can be received by academy staff or Trustees	
<p>There is a clear written sponsorship agreement with:</p> <ul style="list-style-type: none"> • Clear rationale of purpose of sponsorship • Defined roles and responsibilities • Clearly articulated terms and conditions • Benefits for all parties • The duration of the sponsorship • Termination conditions • Evaluation 	
The sponsorship does not imply that the product or service is recommended by the Academy	
Privacy of students, their families and academy staff are not compromised	
The relationship between the Academy and sponsor is transparent and would stand up to public scrutiny and maintain public trust	
The sponsor has provided details of how the funds are to be spent (at the Academy's discretion)	
Acceptance of the sponsor's products or services will not give the sponsor exclusive rights in relation to the Academy or student activities, nor access to mailing lists	
Any educational materials provided as part of a sponsorship are clearly identified as those of the sponsor	
Other corporate connections to the sponsor will not damage the Academy's reputation and image	
The sponsorship agreement has been approved by the Head Teacher or Trustees in accordance with the policy	
The acknowledgement provided to the sponsor is consistent with the level of sponsorship	
Records are kept in accordance with the policy procedures	
An evaluation process at the conclusion of the sponsorship has been developed	
Procedures are agreed for the sponsorship arrangement to be reviewed after six months and annually.	