

## University of Exeter Donor Relations Policy

### **Policy Statement/Purpose**

The University of Exeter seeks to acknowledge and celebrate the generosity of its benefactors.

As an exempt charitable body, the University conducts fundraising activities to generate philanthropic income in support of its charitable objectives. Philanthropic gifts contribute to funding the University's research agenda, our students, and our campuses.

The purpose of this document is to set out the institution's policy on recognising philanthropic gifts received by the University.

This policy deals with the most common forms of recognition, but the University is open to considering others should benefactors so wish.

### **Responsibilities**

The Global Advancement Office (GA) is responsible for overseeing the implementation of this policy.

### **Acknowledging gifts**

The University of Exeter is committed to recognising all gifts to the institution in a consistent and meaningful way.

All gifts, regardless of value, form, or restrictions, are acknowledged by the University in the form of a written or electronic thank you letter, confirming receipt of the gift in a prompt manner.

Unless anonymity is preferred, all donors may be publicly recognised and acknowledged by the University through publications, on its website and at events for internal and external audiences. If a donor indicates that he/she wishes to remain anonymous, the University will attribute the donor as "anonymous" in all correspondence.

### **Stewardship of gifts**

All donors have the right to know that their donation to the University is being used in line with the donor's intent, that it has been invested appropriately and that each gift is having an impact on the University's mission.

The University of Exeter will provide donors with regular updates on how their support is directly impacting the University and its community through correspondence, reporting and personal contact for the practical lifetime of each gift.

In addition, donors will be invited to events hosted by the University to express our appreciation.

### **Donor recognition groups**

The University of Exeter recognises the support of donors through a number of discrete donor recognition groups. These groups enable us to bring our donors closer to the work of the University and foster a thriving community.

**Reed Circle**- To thank and recognise alumni and supporters who support the University of Exeter regularly  
**Exeter's Pioneers** - to recognise repeatable annual giving from £1,955

**The Northcote Circle** – Membership of the Northcote Circle is open to alumni and supporters who donate more than £10,000

**The Vice-Chancellor's Circle**- Membership of the Vice-Chancellor's Circle is open to alumni and supporters who have made a gift of £100,000 or more

The University invites its most generous donors to become members of the **College of Benefactors**.

Induction into the College is one the highest honours the University can bestow upon donors who have made a gift of £250,000 or more. Membership to the College gives public recognition to the University's greatest benefactors at one of the University's graduation ceremonies.

#### **Naming Recognition**

Naming recognition is available to donors who have made exceptional contributions to the University.

Naming recognition permits a building, a seminar room, a lecture theatre, laboratories, a Chair, scholarships, an academic prize, equipment, a collection of books, or some other facility or item of value to the University to be named in honour of an individual, Trust, Foundation, or organisation.

Benefactors may consider dedicating their contributions to honouring another person, whether living or deceased, or they may secure naming recognition for themselves or an organisation of their choosing, such as a company or philanthropic Trust or Foundation.

Authority for the approval of the naming or re-naming of a physical University space is vested in the University's Executive Board (UEB).

A naming will be for a clearly defined period or for the useful life of a space. The University shall retain the discretion to revoke a naming where, in the opinion of the UEB, retention of the name would have a negative impact on the University's reputation.

Conditions regarding naming opportunities may be captured in the Gift Agreement between the University and the benefactor or agreed at a later stage once the gift is secured.

#### **Conditions and Alternative Forms of Recognition**

The forms of recognition and associated conditions described here are neither fixed nor exhaustive. Prospective benefactors are welcome to suggest variations or request any other conditions which may accord better with their circumstances or wishes.