



UNIVERSITY OF  
LINCOLN

## SECRETARIAT & LEGAL SERVICES

<b>NAME OF ACADEMIC POLICY:</b>	Policy on Sponsorship of External Organisations and Individuals
<b>PURPOSE OF POLICY AND WHOM IT APPLIES TO:</b>	<p>To provide guidance to assist managers in deciding which organisations and individuals to support when approached to make donations or sponsor activities.</p> <p>The policy applies to all staff and all those who may receive requests for donations or sponsorship from external organisations.</p>
<b>RESPONSIBLE BOARD/ COMMITTEE WITH ROUTE OF APPROVAL:</b>	Ethics Committee through Core Executive
<b>LEAD STAFF MEMBER RESPONSIBLE FOR ITS UPDATE:</b>	Pro Vice Chancellor (University Development)
<b>PERSONS CONSULTED IN DEVELOPING POLICY:</b>	The consultation included the Development Office
<b>POLICY FINALLY APPROVED BY:</b>	Core Executive on 24 November 2008
<b>DATE OF IMPLEMENTATION:</b>	1 <sup>st</sup> January 2009
<b>DETAIL OF DISSEMINATION:</b>	The new Policy was circulated to all staff in January 2009 and is available on the Secretariat's portal.
<b>PROPOSED DATE OF REVIEW</b>	November 2011 by the Ethics Committee
<b>SECRETARIAT OFFICER – MAIN CONTACT:</b>	Officer to the Ethics Committee
<b>DATE:</b>	9 January 2009



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## **Policy on Sponsorship of External Organisations and Individuals**

*November 2008*

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### **Policy Statement**

The University is committed to corporate social responsibility and is keen to support any cause which furthers the well-being and advancement of the people of greater Lincolnshire and further afield.

As a public body receiving funding for the purposes of higher education, however, it cannot respond to all approaches for support, no matter how worthwhile they might be, without diverting resources from the purpose for which they were intended. It therefore restricts external sponsorship to those causes which in some way or other forward the University's strategic development of its primary function.

Any philanthropic support for an external organisation or individual should clearly meet at least one of the following criteria in proportion to the extent of the support extended:

- that it add to the profile and reputation of the University
- that it generate a positive perception of the University among staff, students and the wider public
- that it help establish or maintain a relationship which brings benefit to the University
- that it open doors to potentially fruitful new relationships, influential networks or individuals
- that it otherwise contribute to the strategic objectives of the University

Any beneficiaries of philanthropic support should meet the ethical standards the University expects as set out in its own ethical framework.

Care should be taken at all times to ensure that any public funding expended in philanthropic support does not violate the objectives for which that funding was given.

All speculative approaches addressed to multiple recipients will be discarded.

Approaches by members of staff on behalf of individuals or external organisations will be treated as external approaches and assessed as such.

### **Implementation: Register of Beneficiaries**

To ensure corporate knowledge of the organisations and individuals receiving University sponsorship, donations or gifts in kind, the University will establish and maintain an up-to-date Register of Beneficiaries.

The object of the Register is not to fetter or influence decision-making on giving, but to provide both an historic record and a corporate understanding of the pattern giving, and act as a reference point for decision-making in future. It will also, *inter alia*, avoid over-duplication across different parts of the University.

The Register will be held by the Development and Alumni Relations Office on behalf of the VCO, so that both inward and outward records of beneficence are held side by side.

To draw up the Register, all Deans and Directors of Service Departments should identify organisations and individuals who are already receiving philanthropic support, either financial aid or gifts in kind, or who do so on a regular and on-going basis. This information will be collected by DARO and placed on its database. Once this is completed, DARO will inform Deans and Directors that the Register is 'live'.

### **Implementation: Process**

The following process applies to all requests for sponsorship or donation, either in money or in benefits in kind:

- All requests received must be referred to the Dean or Director of Service Departments in the area approached
- Requests directly to the VCO will, if appropriate, be referred to the Dean or Director in the relevant area
- Requests which are not addressed to the VCO but which encompass wider University objectives must be referred to the VCO by the receiving Dean or Director
- The Dean or Director will assess the request against the criteria set out in the policy. If it meets one or more of the criteria, the Dean or Director, in conjunction with senior colleagues, will make the decision, taking into account the extent and proportionality of sponsorship requested and the affordability of the sponsorship against other budget priorities. S/he must also consider likely future consequences, for example, repeat and/or extended requests, or precedents set, and check any previous history of benefaction against the Register of Beneficiaries
- Final responsibility for the decision will be with the Dean or Director
- Once agreed, the Dean or Director must inform the Finance Office for audit purposes and the Development and Alumni Relations Office for inclusion within the Register of Beneficiaries
- The DARO must also be notified of any decision to terminate an on-going sponsorship for recording purposes
- Requests remaining at VCO level will be decided by the VC or nominee according to the same criteria and considerations.