

## **ARTSADMIN'S ETHICAL FUNDRAISING POLICY 2014**

### **Artsadmin's mission and vision**

Artsadmin is an arts lab for the 21st Century, working with artists from the first seed of an idea to its final realisation. We produce work that is bold, inventive and extraordinary, that can shift our perspective, ask new questions and make us reconsider how we see the world. We do this by:

- Discovering and nurturing artistic talent and supporting artists at all stages of their career
- Responding to the creativity of artists and using our expertise to help them realise ambitious ideas
- Creating safe and supportive spaces for artistic experiment, risk-taking and development
- Being truly collaborative; sharing knowledge and resources and creating meaningful partnerships and networks
- Responding to the changing environment we live in; being a leader in the arts for work that addresses the issue of climate change and finding ways to reduce the environmental impact of the arts

Whatever the nature of the project, what unites all our work is its ability to delight, surprise and connect with audiences around the world.

### **Our core values**

- Our relationships with artists are at the core of everything we do
- We are ethical, transparent and fair in our work with colleagues and partners
- We believe in creating meaningful connections with audiences
- We are liberal, tolerant and inclusive; we celebrate diversity and fight marginalism
- We work locally, nationally and internationally and value each approach
- We take risks, support radical approaches and believe in the right to fail
- We believe the arts can and should contribute to the common good

### **Introduction**

The following policy focuses on our aim to be a responsible and ethical organisation; communicating in a way that is honest, decent and truthful, and mindful of our responsibilities to our community, the arts and the environment. In this document

'donors' refers to philanthropic sources, including grant giving bodies (trusts), individual donors, companies and groups. 'Sponsors' refers to our more commercial associations and transactional relationships with companies.

Partnerships are very important to us and Artsadmin gratefully receives support from a wide variety of sources. We actively develop relationships with external organisations and individuals in order to achieve shared objectives including those that support the environment and human rights. We encourage relationships with organisations that actively operate for the positive benefit of people, animals and the environment in a fair and transparent way. We will assess our relationship with any new donor based on these principles.

Artsadmin assesses sponsors, relationships with commercial partners and other bodies individually following these core principles:

- The relationship must align with or aspire to the vision and values of Artsadmin;
- It should positively reinforce the integrity or reputation of Artsadmin
- It should encourage the artistic or academic freedom of our work or of the artists we represent.

### **Commitment to our artists**

We are committed to the artists and companies we work with and support creative autonomy in our artists' practice. Every Associate Artist and every artist we produce is provided with a copy of Artsadmin's Ethical Fundraising Policy as part of their induction and it is referred to within their introductory letter of agreement. If there is concern over the ethical nature of a gift/sponsorship for an external Associate Artists' project, Artsadmin has the right to request further information from the artist and sponsor to ensure there is no negative impact for Artsadmin. Where applicable, the Head of Marketing and Development (HMD) and a member of the Artsadmin's Development Committee will attend a meeting with the involved artist.

### **Commitment to our donors and sponsors**

Artsadmin is committed to developing a positive relationship with donors. All donors are entitled to know how we spend the money they give so we will provide regular updates on how we are investing their donations in our artists' work. We will not provide donors' personal details to third parties without express permission. Fundraising income and expenditure will be monitored and reported in the published audited accounts and available on the Charity Commission website.

Donations are essential in helping us to continue our work. However in some circumstances we may decline an offer, if;

- The donor's stated aims and values are entirely opposed to those of the charity.

- Receipt of the donation or sponsorship may have a negative effect on our reputation and/or lead to a decline in support of the organisation by those whose views it values.
- The donor expects Artsadmin to deliver incentives that are unachievable and/or their requests reduce access for our audiences.

### **How we make decisions**

If there is concern over the ethical nature of a donation or sponsorship, Artsadmin's HMD should be notified. The HMD is responsible for monitoring gifts/sponsorships that are received by Artsadmin, and reports to the Directors and SMG if there are any concerns. If a clear decision isn't agreed at SMG it will be referred to Artsadmin's Development Committee and an advisory group made up of members from our Catalyst consortium partners.

### **Comments**

We welcome comments; please direct them to:

- Jennifer Tomkins, Head of Marketing and Development (contact for Individual Giving): [jennifer@artsadmin.co.uk](mailto:jennifer@artsadmin.co.uk)
- Philippa Barr, Development Associate (contact for Trusts and Corporate Sponsorship): [philippa@artsadmin.co.uk](mailto:philippa@artsadmin.co.uk)