

1. General

The purpose of Amgueddfa Cymru's operational activity, including fundraising, is to further the delivery of the statutory duties set out in the Royal Charter and to ensure that the 2030 Strategy is delivered, in particular the commitments to:

- Ensure everyone is represented
- Inspire creativity and learning for life
- Help protect and restore nature and the environment
- Support wellbeing through inspirational spaces and experiences
- Discover and explore digitally
- Build global connections

Fundraising activity must help, not impede Amgueddfa Cymru from delivering these objectives. Individual fundraising sources will be considered on a case by case basis against this policy and Development staff who have fundraising KPIs in their annual assessment targets will not be involved in taking these decisions.

2. Legal position and professional standards

Sponsorships involve commercial provision of services, subject to VAT, through which the sponsor receives benefits to a measurable value in return.

Donations attract no material benefits and may include provision of money, shares, gifts in-kind and gifts of objects (subject to adherence to Amgueddfa Cymru's Collection Development Strategy).

Amgueddfa Cymru's responsible fundraising methods are covered primarily by UK law. Other professional standards followed are the codes set by The Charity Commission, the Museums Association in its *Code of Ethics for Museums*, the Institute of Fundraising in its *Code of Fundraising Practice*, and the Fundraising Regulator in its *Code of Fundraising Practice*. The ultimate responsibility for decisions about donation acceptance lies with the Board of Trustees of the Charity. The Trustees exercise that responsibility through delegating most decisions to members of staff, in line with this policy and the accompanying procedures. Amgueddfa Cymru will ensure that all staff and volunteers involved in fundraising activity are aware of the professional codes and standards and abide by their principles.

Amgueddfa Cymru must accept donations that help fulfil its charitable objectives unless doing so would cause net damage to the organisation's

mission. Circumstances that constitute a serious incident whereby they are unsure whether gift acceptance would be in the best interest of Amgueddfa Cymru will be referred by the Trustees to the UK Charity Commission.

Amgueddfa Cymru will not seek or accept funds from sources which are illegal or generated by illegal activity, are incapacitated, will create reputational damage to the institution or where there are unreasonable conditions associated with the gift. This policy is also the case for acceptance of gifts to the Collection and for procurement of services for Amgueddfa Cymru (see also Collections Development Strategy and Procurement Policy).

3. Values and reputation

Funds will not be sought or accepted from sources whose methods of operation work in conflict with Amgueddfa Cymru's mission and values, or whose receipt compromises the reputation of Amgueddfa Cymru.

Staff or representatives seeking to raise funds should consider the potential impact on Amgueddfa Cymru's vision, objectives, and reputation. If any potential for ethical conflict is anticipated, it should be discussed with the Development department in the first instance and follow the due diligence review process set out in Annex 1.

4. Ability to achieve objectives

Some sources of funding may require the delivery of work or projects in a certain way, including through partnerships with other organisations. If this compromises Amgueddfa Cymru's ability to meet its own objectives, funding will not be accepted.

5. Transparency and best practice

No funds will be sought or accepted when receipt may compromise the ability of Amgueddfa Cymru to operate in a transparent manner. It is a requirement that the Trustees know the legal identity of all donors; Amgueddfa Cymru will therefore not seek or accept funds from any individual or organisation who, by acting through a third party, requires anonymity, unless via an accredited charity. Amgueddfa Cymru will not accept donations offered in cash over the value of £1,000. Amgueddfa Cymru will also ensure that all relationships between actual and potential funders, their immediate family and staff, and the staff and the Trustees of Amgueddfa Cymru are appropriately managed under the museum's HR policies.

6. Process of consideration

If any member of staff or volunteer is concerned about a conflict of interest

with this policy, this should be raised with the Development department. The comment should be recorded and filed, even when the subsequent decision may be to proceed with the discussion with the funder.

If the Development department feels that an ethical issue needs resolution, the considerations will be dealt with internally by the Director of Business Development and the Senior Executive Team on behalf of the Director General. As appropriate, this may then be referred for guidance to the Board of Trustees.

Agreed at the Meeting of the Board of Trustees on

Date: 23 March 2023

This document will be reviewed every five years from its effective date, or sooner if appropriate to ensure that the arrangements put in place are appropriate to the operating requirements of Amgueddfa Cymru – Museum Wales.