

Z-arts Fundraising Policy

Inc. our Privacy Notice and Gift Acceptance and Refusal Policy

Z-arts is a Registered Charity (1093556), who is committed to inspiring and enabling generations of young people from Manchester and beyond to use creativity to reach their potential. We offer a wide range of creative activities across all art forms including visual art, drama, music and dance as well as a varied theatre programme specifically aimed at children and family audiences.

Z-arts employs a Development Manager to oversee donations, communication is overseen by the Marketing and Audience Development Manager. Both roles are supported by the whole Z-arts team and the Board of Trustees.

Privacy Notice

Z-arts offers several opportunities for patrons, businesses, and trusts and foundations to support the work of the charity beyond as a patron, this includes:

- A Regular Giving Scheme, via Direct Debit.
- Adding donations onto ticket sales, either online or via our Box Office, payment by either cash, card or cheque.
- Through a Corporate Supporters scheme.
- Via donation buckets / boxes.
- Through justgiving.org.
- By applying to a variety of T&F to support specific projects and overall work.
- Attending specific fundraising events and activities.

All fundraising goes towards a variety of Z-arts led activity, and unless stated, will be used to fund a range of Z-arts work, this includes but is not exclusive too:

- Providing free activities (predominately the Bright Sparks sessions).
- Showcasing theatre for families and young audiences.
- Offering spaces for external arts organisations to develop work.
- Paying and supporting staff to maintain business needs of the organisation, e.g.: running Box Office, organising performances and activities, leading sessions.

- Developing theatre for young audiences and families.

Z-arts manages most data through its ticketing CRM system (Customer Relationship Management System), TicketSolve. TicketSolve is a cloud based system that allows us to:

- Monitor patrons and the tickets they've purchased, money spent, events they've attended, schemes they are a part of, e.g.: Bright Sparks.
- Store personal details of patrons: contact details, family members, gender, DOB.
- Record donations and Gift Aid status, where applicable (as required by the HMRC).
- Record any communication we have had with patrons e.g.: receiving of our e-news. We may record additional correspondence, e.g.: if we wrote personally to a donor, but this is not set practice.

All this data will have been obtained directly from the patron, when they signed up to the website, or made their first booking via Box Office. We do not use an external party to gather additional information.

Our CRM system does not collect and store any bank or credit/debit card details. However, if people sign up to our Regular Giving scheme via a paper form, those details will be manually added to the CAF Donate website, before being shredded (see Regular Giving for more information about this).

Unless a patron has requested otherwise, their data will be used by Z-arts (predominantly the Development Manager and The Marketing and Audience Development Manager) to:

- Promote shows, activities, donation schemes.
- Thank customers for support in attending activities and shows, donating monies.
- Track popularity of shows/activities and peaks of fundraising activity.
- Improve our services and ensure we are working efficiently and effectively.

As part of our grant agreements, we also share post code data for Z-arts theatre audiences (if permission has been granted) with Manchester City Council, Audience Agency, Arts Council and other funding bodies. This allows us to have a clear picture on where our audiences are coming from and we run the same report each year to compare our progress.

We may use tools to help us monitor and improve the effectiveness of our communication with patrons, e.g.: if emails have been opened, certain links

have been clicked. We also monitor our website to see which pages have been visited, to help us improve our services.

Z-arts aims to keep all data up-to-date and if you would like to provide us with more relevant details please do. You can also request copies of any information we hold about you. If you would like to amend the type of communication you receive from us or how we contact you, please tell us.

Contact gemma@z-arts.org or laura@z-arts.org 0161 232 6089

All data is held securely and in accordance with the Data Protection Act 1998. A copy of this document will be available on our website and when updated, a notice added to our e-news. All new donors will also be directed to it.

Fundraising Schemes for Patrons

With all schemes listed below, we will not contact customers unless they have agreed to be contacted. We will not pass on their information to be contacted by a third party (in a fundraising capacity).

Wealth Screening

Z-arts have not currently undertaken a Wealth Screening of its database. If it did, we would:

- Only access information from publicly available sources e.g.: the charities register, press, the electoral register.
- Only contact patrons who have granted us permission to do so.
- Work with an organisation to complete this who followed strict protocol on handling data, ensuring that it will not be sold onto a third party and only be used for the purpose they were engaged with.
- Update this section of the privacy notice, to give details of the organisation involved and how Z-arts will utilise the data.

Regular Givers (who pay via Direct Debit)

All Direct Debits are managed by CAF Donate and patrons can sign up online (securely through the CAF Donates site) on paper form, or over the telephone with Box Office.

All Regular Givers details will be added to our CRM system, but also stored on an additional secure electronic spreadsheet, so we can better monitor correspondence and income from the scheme.

People who sign up via a paper form will have their details added to the CAF Donate website for their Direct Debit by the Development Manager only. Their personal information (exc. Bank Details) will be added to the CRM System and the spreadsheet. The paper form with the bank details on will then be shredded.

Patrons who sign up via telephone will be taken through the process by a member of Box Office, who will follow a strict script, ensuring all legalities are completed.

When a new patron signs up for the Regular Giving scheme, they will be sent a link to this document.

Regular Givers will be notified on, unless they request no correspondence:

- The success of the scheme, e.g. monies raised, projects supported.
- Our Legacy scheme and any other fundraising schemes we may undertake.
- Events specific to donors.
- Receive regular thank-yous and notifications about the scheme.

Patrons who donate on top of ticket sales

Patrons who donate this way will pay either cash, card or cheque. This will be managed through our CRM system and the details added to the patron's records.

Patrons who donate this way may be notified of additional fundraising schemes, e.g. the Regular Giving scheme, one off fundraising schemes. They may also receive an email or post thanking them for their donation.

Gift Acceptance and Refusal

Z-arts are pleased and proud that companies, individuals, and trusts and foundations, choose to support our work in additional ways to attending activities, performances and sessions. We employ a Development Manager two days a week to oversee donations and the whole Z-arts team and Board of Trustees take an active role in supporting fundraising activity.

However, there may be times that a gift cannot be accepted for a certain reason. If this is being considered the following protocol will take place:

- If the gift is £500 - £5000 the Development Manager, working in collaboration with the Chief Executive will refuse the gift. One of the reasons underneath must be cited. If an additional reason is found, the gift refusal will be put in front of the board of trustees.

- Any gifts over £5000, both the Development Manager and Chief Executive must agree in accepting the Gift. If one or both think the gift should not be accepted, they will present their findings to the Board of Trustees. The Board of Trustees will make the final decision.
- All gifts, over £10000 regardless of if the Chief Executive and Development Manager think they should be accepted or not, will be address by the board of trustees.

All statements and amounts above also cover donation of goods. These will be assessed by working out the cash value of the goods.

Any gifts made via Box Office, as part of the Regular Giving Scheme, in donation boxes/buckets, will be automatically accepted. For all gifts £500plus, due diligence checks will be carried out, via publicly available information.

Any gifts made by a trust or foundation who are registered with the correct regulatory authorities in the UK, such as The Charities Commission, will not be subject to checks.

Reasons for not accepting a gift

Although this list is not exhaustive, it should be a guideline for staff and the board of trustees in considering if a gift should be accepted or not. Just because something may be listed here, it does not mean a gift will instantly be refused, but it provides a guideline for staff and the board of trustees to work towards. If there is a worry, it is advised the board seek legal advice.

- The source of the donation is not known. For example, an anonymous donor gives a gift, but will not be identified. Please note Z-arts will follow all donors' requests on their publicity surrounding their gifts.
- It is believed or proved, the gift was obtained illegally.
- If the gift does not reflect the charitable purpose of Z-arts and/or morally corrupts the message Z-arts promotes. Examples here may be: Alcohol and drug use companies, fast food companies.
- Organizations or individuals who promote an unjust/none equal/biased viewpoint. Examples here may be certain religious groups, politically motivated groups.
- Organisations or individuals who require benefits that accede the donation amount, in actual costs or staff time.
- It is believed that the donor was not in sound mind when making the donation, or in a vulnerable position.

- The donation may damage Z-arts relationships with existing donors/supporters.
- The donation will damage the reputation and ethics of Z-arts.

In addition to the above, if a gift is made for a specific (restricted) purpose, e.g. through sponsorship or a legacy, these may be rejected once the following has been considered:

- The Gift was made and Z-arts can no longer fulfil the wishes of the donation.

All staff are encouraged to site and share any reason why they believe a gift should not be accepted with the Chief Executive and the board of trustees. All gifts that are refused will be kept on record and gifts that are accepted, but questioned by any member of staff or the Board, will also be recorded.

Z-arts wants to be open and honest with all supporters and donors and will never knowingly break guidelines set by the ICO, The Charities Commission and the Institute of Fundraising.

This document will be updated periodically and shared with patrons.

Any questions or comments please contact Gemma Rooke

Development Manager

gemma@z-arts.org

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