



Donor Stewardship Policy

This Donor Stewardship Policy reflects Homerton College's dedication to fostering trust, gratitude and lasting relationships with its donors, ensuring that their generosity continues to support the College's mission of excellence and opportunity.

1. Purpose

This policy outlines the principles and practices that guide Homerton College in fostering meaningful, long-term relationships with donors. The College is committed to demonstrating gratitude, transparency and accountability to all who support its mission.

2. Scope

The policy applies to all donor relations activities, including acknowledgment, recognition, communications impact reporting. It covers donors of all levels, from one-time contributors to major benefactors and legacy donors.

3. Principles of Donor Stewardship

Homerton College adheres to the following principles in its donor stewardship efforts:

- **Respect:** Treat all donors with respect and appreciation for their contributions, regardless of size or type.
- **Transparency:** Ensure donors understand how their gifts are used and the impact they have on the College's priorities.
- **Recognition:** Acknowledge donors in ways that align with their preferences and celebrate their generosity appropriately.
- **Accountability:** Maintain accurate records of donations and report on their use to foster trust and integrity.

4. Acknowledgment of Gifts

- All gifts will be acknowledged within seven working days of receipt, either through a personalised letter, email, or phone call, depending on the donor's preference.
- Major donors will receive additional acknowledgment, such as a meeting with the Principal or a personalised note from College leadership.
- Planned gift donors will be thanked for their future commitments and engaged in ongoing stewardship activities.

5. Donor Recognition

Homerton College provides recognition through various methods while respecting donor preferences for anonymity. Examples include:

- **Public Acknowledgment:** Listing names in annual reports, on donor walls, or in newsletters.
- **Events:** Inviting donors to exclusive events, such as lectures, galas, or project launches.
- **Naming Opportunities:** Offering naming rights for scholarships, facilities, or programs in honour of significant contributions.

6. Donor Communication

- The College will maintain regular communication with donors to keep them informed about institutional progress, milestones and the impact of their gifts.

- Communication channels include newsletters, email updates and annual impact reports tailored to donor interests.
- Personalised updates will be provided for major donors, including progress on specific projects they have funded.

7. Donor Impact Reporting

Homerton College is committed to showing donors the tangible impact of their generosity. Practices include:

- Sending annual impact reports detailing how donations have been allocated and the outcomes achieved.
- Sharing success stories, student testimonials and updates on funded initiatives through multimedia formats like videos and digital reports.
- Hosting donor appreciation events where contributors can directly engage with beneficiaries or project leaders.

8. Donor Privacy and Preferences

- Donors have the right to determine how their contributions are recognised and communicated.
- The College will respect donor requests for anonymity and adhere to all data protection regulations, including GDPR.
- A donor preference form will be maintained to record individual preferences for communication and recognition.

9. Resolving Donor Concerns

Homerton College aims to address donor concerns promptly and respectfully. A dedicated contact within the Development Office will handle inquiries and provide resolutions to any issues or feedback from donors.

10. Continuous Improvement

The Development Office will regularly review and refine donor stewardship practices to ensure alignment with industry standards and donor expectations. Feedback from donors will be solicited periodically to guide these improvements.