

**Policy name: Ethical Principles & Policy Guidelines for Commercial and Fundraising Activities**

**Approved by RIAM Governance Committee 14/11/2022**

**Approved by RIAM Governing Body 08/12/2022**

**Approved by Trinity Academic Council 15/11/2023**

## **1. Context**

- 1.1 It is RIAM's objective to secure the future of high-quality music education in Ireland with the help of the donations and commercial income. Such donations and commercial agreements enable RIAM to offer students the best possible education, keep RIAM as a going concern, improve our infrastructure and increase our international profile and reputation.
- 1.2 To deliver on its mission, RIAM aims at forming long-term strategic partnerships that honour the values of all the parties involved.
- 1.3 RIAM is committed to the values and principles of responsible fundraising and commercial activity as outlined in this Policy.

## **2. Purpose**

- 2.1 This policy is designed to enable RIAM to build and foster long-term and diverse donor and commercial partner relations of high quality, while safeguarding the mission and reputation of the institution.
- 2.2 This will be achieved by offering versatile donation and collaboration opportunities to suitable private individuals, foundations, corporations and other organisations.
- 2.3 In turn, where appropriate and with agreement, RIAM will publish donor and partner information on our website and related material, promoting and celebrating the relationship, or celebrating the positive relationships in a bespoke way, by agreement with the other party.

## **3. Benefits**

- 3.1 This policy assures RIAM stakeholders that the commercial and sponsorship opportunities developed by RIAM are appropriate to the mission of the organisation and will not interfere unduly with its educational purpose.
- 3.2 It further assures commercial partners and donors that RIAM will act according to sound principles and with integrity.

## **4. Scope**

- 4.1 The Policy relates to philanthropic (charitable) donations, commercial rental and other agreements, and commercial hire for musical performances.

## **5. Principles**

- 5.1 **Honesty** RIAM's fundraising and commercial strategy is honest, responsible and truthful, and the donations and commercial income are used in a manner that promotes RIAM's mission.
- 5.2 **Respect** RIAM's fundraising and commercial activity respects the stakeholders and the donors. The donor's will is always respected as is their privacy and freedom of choice. The RIAM stakeholder will not experience undue inconvenience through commercial arrangements or sponsored activities.
- 5.3 **Openness** RIAM acts openly in its fundraising and commercial arrangements. When raising funds, it informs the parties involved of, and takes steps to avoid, actual or potential conflicts of interest, and any form of personal or professional misconduct is avoided.
- 5.4 **Transparency** RIAM reports on donations and commercial arrangements and their usage, management, costs and returns in a precise and understandable manner. It also seeks relationships with individuals and entities of good standing and in compliance with the relevant legislation.
- 5.5 **Risk management** Given that the RIAM is a student centred organisation, and that many of its students are children, the risks associated with the use of the RIAM facilities by external parties must be carefully addressed and satisfactorily mitigated, and reviewed annually through the Risk Register.
- 5.6 **Integrity** Donations and commercial partnerships do not influence the recruitment of employees, student admissions, students' academic success or completion of a degree. Donations and commercial partnerships cannot be used to influence the RIAM's teaching, research or publications in any manner that goes against the institution's strategy or values, and they cannot interfere with the running of the RIAM or its operations in a way that would negatively impact on the stakeholder experience.
- 5.7 **Confidentiality** Employees at RIAM and its Board members do not disclose any confidential information that they have obtained to third parties – they respect the principle of confidentiality in all conversations and other communication that they engage in. RIAM complies with the legislation and regulations concerning data protection and confidentiality.

## **6. Policy**

- 6.1 Decisions on accepting a donation will be made by the Director of the RIAM, in consultation with any relevant advisory committee, the Head of Development and other advisers as relevant, and in compliance with Irish legislation.
- 6.2 Donations must always be in line with RIAM's Principles, mission, and operations, and accepting a donation should never jeopardise the reputation of the RIAM or other donors. RIAM will not accept funding or donations from organisations/donors that are involved in activities that run contrary to the overall ethos of RIAM. For example, it will not accept financial support from organisations associated with human rights abuses, illegal activities, (consider specifying a list here). RIAM may consider it appropriate to refuse a repeat donation from a donor where that donor has been associated with actions/activities that are contrary to RIAMs ethos.
- 6.3 The donor and the source of the funds must be known, and the payment methods must be reliable. Due Diligence may be carried out on donations in excess of €xx from all donors and businesses which RIAM is actively partnering with. This Due Diligence may include checking

donors and partners to ensure that there are no conflicts or potential conflicts of interest or conflicts of loyalty.

- 6.4 In all RIAM operations, there is a clear distinction between a donation and a commercial arrangement that is based on mutual benefits. The final decision on accepting a commercial arrangement will be made by the Director of the RIAM, in consultation with the Buildings and Facilities Manager and other advisers as relevant, and in compliance with Irish legislation.
- 6.5 Commercial contracts and agreements must be drawn up and co-signed, which state both parties' responsibilities and expected compensations as well as the conditions on payments made in connection with the cooperation. Such commercial agreements may include, but not be limited to:
- Rental of RIAM Recital Hall
  - Rental of other RIAM facilities for rehearsals, conferences, Summer Schools etc.
  - Licensing rooftop space for Telcoms masts
  - Advertising on programmes or RIAM signage
  - Concession agreements for coffee dock/bar area
  - Other commercial opportunities as may arise
- 6.6 Philanthropic (charitable) donations may be accepted to support any and all activities, programmes and projects in the RIAM, including for capital expenditures, building or equipment renovations, equipment purchases or renewals, musical instruments, student bursaries and support, and the development of general endowment funds.
- 6.7 No benefits may be offered to donors for such donations.
- 6.8 If appropriate, the RIAM may offer naming rights to recognise exceptional donations, especially of student prizes. Naming rights require the approval of the RIAM Governing Body.
- 6.9 The objective of any commercial musical performances shall be to enhance the reputation of the RIAM as a public musical venue contributing to the overall musical performance environment in Ireland. Commercial musical performances by external partners are to be encouraged, provided that they are planned well in advance and do not unduly interfere with the normal schedule of student performance activities.
- 6.11 Commercial arrangements shall be fully agreed and documented in advance.
- 6.12 The objective in hosting any commercial events – conferences, meetings, etc. – is that they be profitable, after all relevant additional costs are taken into account, and to contribute to the funds available to the RIAM.
- 6.13 Longer duration revenue generating or revenue sharing commercial arrangements – for example, out-sourcing catering, hosting summer schools, etc. – shall be notified to the Governing Body in advance for the Governors information and comment.

- 6.14 Commercial usage of the RIAM facilities may not unduly disrupt the normal academic activities.
- 6.15 The RIAM will only accept funds transmitted through the Irish regulated banking system.

## **8. Responsibility**

- 8.1. Responsibility for this Policy lies with the Director of the RIAM.

## **9. Legislation and Regulation**

- 9.1 Criminal Justice (Money Laundering and Terrorist Financing) Act 2010 to 2021
- 9.2 General Data Protection Regulations

## **10. Document Control**

This policy will be subject to review and update on an annual/bi-annual basis.

Approved by Board of Governors 8<sup>th</sup> December 2022

Approved by Trinity Academic Council 15<sup>th</sup> November 2023

Next review: Academic year 2026/2027