Name of Policy	Fundraising Policy: Patron Donation
Policy Owner:	Head of Finance & Compliance
Version:	01
Effective Date:	3/12/2025
Approved by:	Board of Directors
Next Review Date:	February 2027

Directors: M. Hanafin (Chairperson), F. Curran, T. Moylan, C. O'Leary, H. McCowen, P. Kennedy, O. Roe, Cllr. M. Fayne, Cllr. F. McNamara, Cllr. M. Clark, C Cusack, C Chapman
Registered Name: The Pavilion Theatre Management Company CLG
Registered Address: Marine Road, Dún Laoghaire Co. Dublin |
Company Registered Number: 314064 | Charity Number: 20042578

Pavilion Theatre Fundraising Policy

1. Introduction and Purpose

The Pavilion Theatre is dedicated to presenting and supporting high-quality artistic experiences for the community. This Fundraising Policy outlines the principles, methods, and responsibilities governing all fundraising activities undertaken by the Pavilion Theatre, ensuring compliance with legal and regulatory requirements in Ireland.

The primary purpose of this policy is to ensure that all voluntary donations are solicited, processed, and managed transparently, ethically, and in a manner that upholds the reputation of the Theatre.

2. Core Principles of Fundraising

All fundraising activities by the Pavilion Theatre will adhere to the following principles:

1. **Legality and Compliance**: All fundraising activities will comply with Irish law, including the Charities Act 2009, data protection legislation (GDPR), and best practices as outlined by the Charities Regulator.
2. **Transparency**: The purpose for which funds are being raised (Artistic Development) will be clearly communicated to potential donors at the point of solicitation.
3. **Respect for Donors and Vulnerable Persons:** All donations are voluntary. Donors have the right to privacy, the right to cease communication, and the right to have their questions about fundraising addressed promptly and honestly. Respect for Donors includes a commitment that the Theatre and its staff will not exploit the vulnerable circumstances of any donor at any point in time. If a member of staff has reasonable grounds for believing that an individual lacks the capacity to make an informed decision to donate, the donation will not be taken. Any such donation subsequently identified will be returned immediately
4. **Accountability**: Funds will be used for the stated purpose, and the Theatre will provide clear reports on how donations contribute to artistic development outcomes.

3. Public Commitments and Fundraiser Status

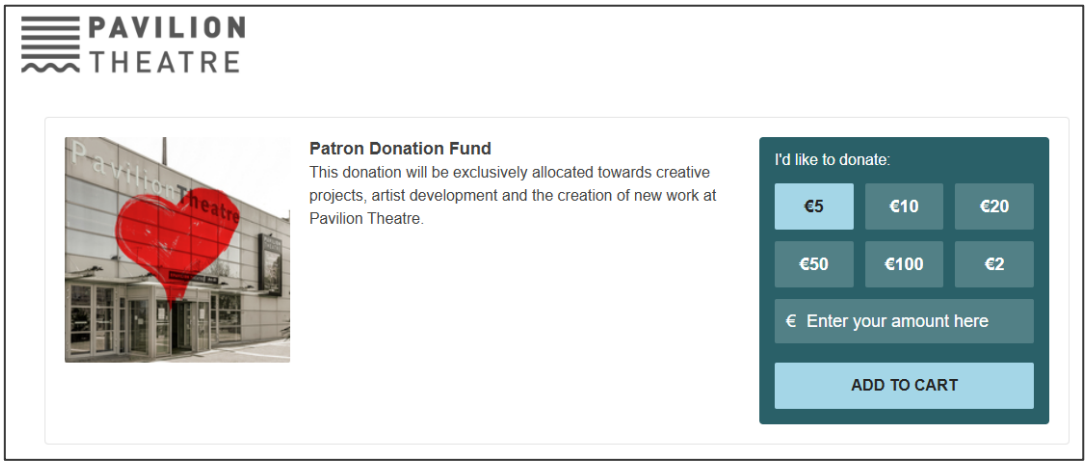
1. **Donor Charter:** The Theatre will maintain a publicly accessible Donor Charter, which outlines the rights and expectations of our donors and our specific commitments regarding the use of funds, privacy, and feedback. This Charter will be published on the Theatre's website and will be reviewed annually by the Board of Directors.
2. **Fundraiser Status:** All individuals involved in soliciting patron donations (Box Office staff, Development team members) are direct employees of the Pavilion Theatre. The Theatre does not engage third-party agents, professional fundraisers, or agencies for the collection of Patron Donations under this policy. The status of fundraisers will be clearly disclosed upon request.

4. Fundraising Methods: Voluntary Audience Donations

4.1. Collection Model

The Pavilion Theatre's core fundraising strategy involves collecting voluntary financial contributions from audience members in addition to their ticket price for performances and events.

- **Voluntary Nature**: It will be explicitly clear at all points of transaction (online and Box Office) that the contribution is entirely voluntary and is not a compulsory fee or surcharge.
- **Opt-In Mechanism**: The donation must operate as an opt-in or add-on feature, never a pre-selected or default option.
- **Designated Use**: The purpose of the donation will be clearly stated, for example: (online transaction screen as of 21/10/25)



4.2. Other Fundraising Activities

The Theatre may also engage in secondary fundraising activities, such as corporate sponsorship, trusts and foundations applications, or specific campaign events. All such activities will be governed by the same core principles of transparency and ethical conduct outlined in this policy.

5. Use of Funds: Artistic Development Focus

All voluntary audience donations collected by the Pavilion Theatre will be ring-fenced for Artistic Development. This includes, but is not limited to:

- Commissioning fees for new works by Irish playwrights and artists.
- Seed funding for Research & Development (R&D) periods.
- Residency programmes for emerging and established artists.
- Subsidising workshop spaces and equipment access for creative teams.

Under no circumstances will these specific donations be diverted to cover routine operational costs (e.g., utility bills, building maintenance) unless a specific fundraising appeal has been launched for that purpose.

6. Reporting to Donors

The Theatre commits to providing regular updates to donors (via email newsletter or dedicated webpage) demonstrating the tangible impact of their collective contributions on the Artistic Development programme.

7. Data Protection (GDPR)

The Pavilion Theatre is committed to protecting donor privacy.

- All personal information collected from donors will be managed in strict compliance with the General Data Protection Regulation (GDPR).
- Donor information will only be used for the purposes for which consent was given (e.g., issuing donation receipts, sending updates on artistic development, or general marketing).
- Donor information will not be shared or sold to third parties.

8. Accountability, Complaints, and Policy Review

The Theatre operates under the oversight of the Charities Regulator and maintains a commitment to best practices in governance.

Fundraising Feedback and Complaints Procedure: The Pavilion Theatre is committed to maintaining the highest standards of fundraising practice and welcomes all feedback.

1. **Process:** Any donor or member of the public wishing to make a complaint or provide feedback about fundraising activities may do so by contacting the Chief Executive Officer via email or post (contact details provided on the Theatre's website).
2. **Resolution:** All complaints will be acknowledged within 10 working days and investigated promptly. The complainant will receive a full written response within 20 working days, outlining the outcome of the investigation and any steps taken to resolve the issue.
3. **Review:** All formal complaints will be reported to the Board of Directors annually to inform policy improvements.

Policy Oversight and Publication: This policy is overseen by the Theatre's Chief Executive Officer and is reviewed annually by the Board of Directors to ensure its continuing relevance and compliance.