Fundraising at CERN: Recognition Policy

Adopted by the Director-General of CERN on 12.12.2014

On 20 December 2012, CERN’s Director-General adopted the Ethical Policy for fundraising at CERN\(^1\), which sets out the spirit and principles under which CERN exercises its fundraising activities. It applies to all fundraising undertaken at or on behalf of CERN or its experiments or for the benefit of the Globe of Science and Innovation.

The term “fundraising” includes solicitation as well as receipt of support such as donations, grants and sponsorship, whether in cash or in kind\(^2\).

The section “Recognition of donations and sponsorship” of the Ethical Policy sets out basic principles for the recognition of support:

*Donations and grants are recognized by CERN, in principle, by a letter of appreciation and official receipt. Should any additional recognition be offered, CERN shall make every effort to ensure consistency and proportionality. The supporter may include CERN & Society\(^3\) (or the relevant CERN recipient) on an appropriate list of projects supported or in public disclosure documents required by law or its constitutive documents.*

*Sponsorship implies an exchange of benefit, the nature of which shall be defined, in substance and duration, in writing between the sponsor and CERN and which shall be subject to agreed conditions and continued compliance. CERN is highly selective in identifying and accepting sponsors, with due regard to the impact of the sponsorship, its other sponsors, consistency and proportionality*.\(^4\)

Purpose and Scope

This document sets out the various ways in which CERN recognizes support, whether received following fundraising undertaken at or on behalf of CERN, its experiments, or for the benefit of the Globe of Science and Innovation.

The term “recognition” in this policy includes formal and informal, personal and public acknowledgement in forms such as communications, events or significant objects honouring the support.

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\(^2\) “Donations” refer to irrevocable charitable contributions given with no expectation of benefit to the donor. “Grants” refer to contributions from trusts, foundations or other organizations, typically pursuant to an agreement with CERN, with no expectation of tangible benefit to the grant-making body.

* “Sponsorship” refers to a transaction, pursuant to an agreement with CERN, whereby benefit with a measurable market value is granted in return for financial or material consideration.

\(^3\) CERN & Society is a brand developed for fundraising. Supporters may be allowed to use the CERN & Society brand subject to certain criteria, and with the written permission of CERN. More information can be found here: [http://giving.web.cern.ch/content/vision](http://giving.web.cern.ch/content/vision). Other brands may be created in the future.
This policy is subject to periodic review. The most recent version is available online at: http://giving.web.cern.ch/content/policies.

**Principles of recognition**

Donations and grants are contributions given with no expectation of tangible benefit to the supporter, whereas sponsorship refers to transactions whereby benefit with a measurable market value is granted to the supporter.

CERN values and honours the philanthropic purpose of its supporters.

**Donations and grants**

Recognition of donations and grants is offered as a voluntary form of gratitude and acknowledgement, at CERN’s discretion, and subject to the guidelines set out below. Donors and grant making bodies are advised of the way in which CERN would like to recognize their support, and may elect not to be recognised if they so wish. CERN appreciates support of any size.

Support of 10,000 CHF and above is acknowledged with a receipt and a letter of appreciation from a senior member of CERN staff.

Support of 100,000 CHF and above is acknowledged and recognized with additional time-limited measures, such as credit on donor panels associated with the project supported. Except as specifically agreed otherwise with a supporter or his third-party intermediary, supporters who give 100,000 CHF and above shall be identified in the fundraising report, CERN’s Annual Report and other publications. Supporters may be allowed to use the *CERN & Society* brand.

Support of 5,000,000 CHF and above is acknowledged and recognized with additional long-term supporter visibility, at CERN’s discretion, for instance by naming a wing of a dedicated building, so long as the support covers at least 50% of the total cost of the capital development.

CERN makes every effort to ensure consistency and proportionality while offering supporter recognition and decides on the details of recognition following a review of the support and its source. CERN maintains detailed internal guidelines on this subject.

CERN endeavours to provide prompt recognition of support received.

If a supporter makes multiple donations over time, the cumulative value of the support received within one calendar year is taken into account to determine the recognition level for that period.

Support is recognized on the basis of its value as established on the date of its receipt by CERN as irrevocable support.

Bequests are recognized at the time they are received as opposed to the time they are included in the will of a prospective donor. However this does not prevent CERN from acknowledging the bequest when informed by the donor.
For multi-year pledges, annual instalments are recognized in the year received and the total gift is recognized in the year of the completion of the pledge.

**Sponsorships**
Benefits that CERN may offer to a sponsor generally consist of:
- the promotion of the association between the sponsor (including, as the case may be, its image, brands or products) and CERN, its experiments or the Globe of Science and Innovation image, and/or
- the use of the *CERN & Society* brand, and/or
- the award of other agreed rights.

The detailed benefits shall be agreed, in substance and duration, in writing between the sponsor and CERN.

CERN takes into account the support provided by the sponsor, and shall endeavour to ensure consistency and proportionality with other sponsorships.

**Confidentiality**

The names of supporters will not be made public until such time as they are published according to the recognition guidelines.

Supporters may request anonymity from public disclosure of their name.

Public disclosure of the detailed amount of the support and of terms of payment are subject to prior express permission by the supporter.

**Administration**

The working currency of CERN is the Swiss Franc (CHF). CERN converts support received in a foreign currency into Swiss Francs upon receipt, and recognizes it as such.

In-kind support shall be recognized according to the equivalent cash market value.