

Fundraising at CERN: Recognition Policy

Adopted by the Director-General of CERN on 1st March 2022

On 1 August 2021, CERN's Director-General adopted a revised Ethical Policy for fundraising at CERN¹, which sets out the spirit and principles under which CERN exercises its fundraising activities for *CERN & Society*². It applies equally to any other fundraising undertaken at or on behalf of CERN or its experiments.

The term “fundraising” includes solicitation as well as receipt of support such as donations, grants and sponsorship, whether in cash or in kind³.

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

“Donations and grants are recognised 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 the CERN & Society brand⁴ (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”.

Purpose and Scope

This document sets out the various ways in which CERN recognises support, whether received following fundraising undertaken at or on behalf of CERN or its experiments.

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.

¹ <https://cernandsocietyfoundation.cern/page/policies>

² “CERN & Society” is an initiative that aims to disseminate the benefits of CERN’s mission to the widest possible public, through education and outreach, innovation and technology transfer, culture and art, thereby emphasizing the central role of science in society.

³ “Donations” refers to irrevocable charitable contributions given with no expectation of benefit to the donor. “Grants” refers 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.

⁴ Supporters may be allowed to use the *CERN & Society* brand subject to certain criteria, and written permission by CERN.

This policy is subject to periodic review. The most recent version is available online at: <https://cernandsocietyfoundation.cern/page/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 recognise 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 recognised with additional time-limited measures, such as credit on donor panels associated with the project supported. The supporter's name may be included in CERN's Fundraising Report, 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 recognised 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 recognised on the basis of its value as established on the date of its receipt by CERN as irrevocable support.

Bequests are recognised 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 recognised in the year received and the total gift is recognised 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 or its experiments, 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 recognises it as such.

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


Fabiola Gianotti
Director-General