



V&A Gift Acceptance Policy 2025

The following sets out the Museum's approach to accepting donations:

1. The Victoria and Albert Museum's Board of Trustees have a personal legal responsibility for the charity's management and administration and are responsible for determining the Museum's policy and approach regarding fundraising and donor relations. Trustees should be aware of key policies on accepting donations and when necessary, will play a role in the decision-making process where issues of elevated risk are identified.
2. As an institution that exists for the public and receives public funding the Museum has a duty of care to its visitors and must demonstrate that it is sensitive to the general concerns of the public regarding ethical issues of fundraising. At the same time, the Museum is required to maximise its income from fundraising to achieve its aims and objectives. In all cases, partnerships and donations will be considered in line with our statutory obligations and charitable aims with reference to Charity Commission guidance, including the Charity Commission's Due Diligence toolkit, its guidance on 'Accepting, refusing and returning donations', according to the Fundraising Regulator's Code of Fundraising Practice and in line with the Museums Association's Code of Ethics for Museums and UK Sanctions Lists.
3. The V&A's Development Department actively seeks partnerships with external organisations with shared values to achieve shared objectives. However, the V&A always maintains its independence and will end partnerships where the V&A is brought into disrepute or is at risk of being brought into disrepute.
4. Partnerships with external organisations do not express or imply the V&A's endorsement of the external organisation or its policies.
5. Appropriate partnerships and revenue will be accepted for any projects that support the Museum's priorities. Businesses in sectors that have attracted negative press attention, or a business involved in a highly publicised trial, may be examined for suitability.
6. The Development Department will carry out a risk assessment on all new prospective donations or sponsorships of £10,000 and above.
7. The Museum will make every effort to find the source of cash donations that reach it anonymously. We would not accept a donation from an individual who remained anonymous in the strictest sense.
8. Any partnerships or donations that cause concern will be considered on a case-by-case basis by the Director of Development, Director, and the Board of Trustees as appropriate before agreements are put in place.

¹ <https://www.gov.uk/government/publications/charities-due-diligence-checks-and-monitoring-end-use-of-funds>

² <https://www.gov.uk/guidance/accepting-refusing-and-returning-donations-to-your-charity>

³ <https://www.fundraisingregulator.org.uk/code>

⁴ <https://www.museumsassociation.org/campaigns/ethics/code-of-ethics/>

⁵ <https://www.gov.uk/government/publications/the-uk-sanctions-list>