



The Slip Fundraising Terms.

Insurance Museum Charity (IM), Registered Charity No. 1188138

C/o Chartered Insurance Institute, 1st Floor, 30 Old Broad Street, London. EC2N 1HT

Lead Delivery Partner: OB Brand Consulting (OB), trading name of OB Consulting Limited

1. Purpose

The IM Slip campaign invites companies, organisations and individuals to financially support the creation and operation of the IM in London's EC3.

1.1 IM Founder

An organisation or individual that has made a donation at one of the official IM Founder levels.

2. Donations

2.1 IM Founder donors make a single, one-off donation at one of the published IM Founder levels. There is no ongoing or multi-year commitment.

2.2 Donations are voluntary contributions and are non-refundable, except as set out in clause 5.3.

2.3 Right to Refuse Donations. The IM reserves the right to refuse, return or decline any donation at its sole discretion, without any obligation to give a reason.

3. Use of Funds

3.1 Funds raised through the IM Slip will be used to support the IM's charitable objectives.

3.2 A fee equivalent to 10% (plus VAT) of all donations received through the IM Slip campaign will be allocated to OB for fundraising campaign activity.

3.3 Attribution of Donations. The IM and OB will keep records so that donations are attributed correctly, for transparency and audit purposes.

3.4 Application of Donations. All donations received under the IM Slip campaign are unrestricted charitable gifts.



Email: info@insurancemuseum.uk Web: www.insurance.museum
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The Insurance Museum is a registered Charitable Incorporated Organisation. Charity Number: 1188138



4. Recognition and Benefits

4.1 Donors at the published IM Founder levels will be recognised as IM Founders. Recognition includes:

- Name or logo placement on the IM Founders' Wall (physical and/or digital)
- Inclusion in campaign materials (pre-approved by the donor)
- Inclusion in IM Founders' media, events and publications
- Invitations to IM events, previews and the opening celebration
- A recognition certificate
- Optional promotional opportunities (subject to donor consent)

4.2 Once the Museum is open, IM Founders or their representatives will be invited to sign a physical IM Slip document, to be preserved in the Museum archives as a lasting legacy.

4.3 Tier Allocation. Recognition is based on the value of the donation received. Where a donation falls between published IM Founder levels, the IM will decide the recognition level at its discretion.

4.4 IM Founders' Wall Recognition Order. Donors will be recognised on the IM Founders' Wall by donation level and the date their donation is received in full. Within each level, names will be listed in the order donations are received. The IM reserves the right to group or format names to ensure clarity and design consistency on the physical display.

4.5 Publication and Promotion/ The IM may promote donor names through campaign media, but only with the donor's consent before any publication, event or announcement.

4.6 Single Name and Logo Recognition. Each donor is entitled to one name or one logo listing on the IM Founders' Wall.

4.7 Logo Changes and Replacement. If a donor asks to update their name or logo after it has been installed on the physical IM Founders' Wall, the donor will pay the cost of the change.

4.8 Changes in Entity Status. If a donor undergoes a merger, acquisition or name change, the IM may transfer recognition to the successor entity on written request.

4.9 Recognition Discretion. All recognition decisions, including wall placement, digital display and promotional references, are at the sole discretion of the IM.

5. Fundraising Target and Timeline

5.1 The IM Slip fundraising target is £3 million. The IM aims to open the Museum within 1-2 years of the Slip target being reached, subject to securing a suitable venue, project milestones and operational readiness.

5.2 Fundraising Shortfall or Delay. If, after reasonable efforts, the IM does not reach the Slip target or faces delays beyond the expected timeline, it may progress the project in phases and apply the funds received to advance its charitable objectives.

5.3 Non-Refundable Donations/ All donations are irrevocable charitable gifts. No refunds will be made except in cases of proven administrative error or where required by charity law.





6. Liability and Limitations

- 6.1** Donations to the IM are charitable contributions, not commercial transactions or sponsorship agreements.
- 6.2** The IM makes no guarantee of specific recognition placement, duration or marketing exposure.
- 6.3** The IM accepts no liability for loss or damage arising from a donor's participation in the campaign.

7. Data Protection and Privacy

- 7.1** The IM and OB will manage donor data in line with the UK Data Protection Act 2018 and UK GDPR.
- 7.2** Donor data will be used only for campaign administration, recognition and communications (subject to consent).
- 7.3** Donors may ask for their data to be corrected or removed by contacting the IM.

8. Amendments

- 8.1** The IM reserves the right to amend these terms at any time. Updated versions will be published on the campaign website.

9. Governing Law

These Terms and Conditions are governed by and construed in accordance with the laws of England and Wales. Any disputes will fall under the exclusive jurisdiction of the courts of England and Wales.

10. Contact

Insurance Museum Charity (Registered Charity No. 1188138)
C/o Chartered Insurance Institute, 1st Floor, 30 Old Broad Street, London. EC2N 1HT
Campaign enquiries: info@insurancemuseum.uk

