RIJKS MUSEUM

Policy on entering partnerships and accepting donations[1]
(hereinafter: Policy)
Approved by the Board of Trustees in December 2019
Date of last review: March 2024

The Rijksmuseum connects people, art, and history. The collection offers a representative overview of Dutch art and history from the Middle Ages onwards, as well as important aspects of European and Asian art.

The Rijksmuseum wishes to strengthen, deepen, and broaden its relationship and dialogue with the public, by displaying its collection to as many people as possible, telling personal stories, engaging with socially relevant themes, and entering into partnerships. Its principle is that everything centres on the public.

The Rijksmuseum has three sources of income: government funding, visitor revenues, and donations from third parties/benefactors. The Dutch government subsidises the management and conservation of the collection through the Heritage Act. This subsidy represents about a third of the museum's total income. The other two-thirds are the museum's own revenues, 70% of which come from visitors (admission, shop, catering) and 30% of which come from donors, sponsors and partners.

The Rijksmuseum believes that it is important to actively engage with society and create broad social support by entering into sustainable partnerships with individual donors as well as national and international organisations. The income from sponsors, partners and donors makes it possible to undertake activities in many areas, including public reach, accessibility and inclusivity, scientific research, education, restoration, and acquisitions for the collection.

The Rijksmuseum therefore considers it important to define the principles that apply when entering into a partnership or accepting a donation, principles which also give expression to the recommendations[2] articulated in the 2019 Cultural Governance Code (*Governance Code Cultuur 2019)*.

1. The management of the Rijksmuseum determines its Policy; the Supervisory Board approves this Policy.

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[1] A 'donation' is either a gift of one or more objects, ([art]works for the collection or other objects, e.g. a house) or a financial donation. The value of a donation is determined as follows:
- An (art)work donated to the collection is subject to valuation by an external valuer if it has a value of € 10,000 or more.
- A donation from an employee of the Rijksmuseum is subject to valuation by an external valuer if it has a value of € 5,000 or more.
- If a donor does not wish to make use of the potential tax advantage of donating an artwork, no valuation needs to take place.

If a valuation is required, the Rijksmuseum will appoint a valuer and pay the costs. A single valuation by a licensed valuer is sufficient for the Dutch tax authorities. The same applies, *mutatis mutandis*, to the donation of objects not intended for the collection.

[2] In particular recommendations 1.2, 1.5, 5.1, 5.2 and 5.3.

2. Donations and partnerships should be in agreement with relevant guidelines such as the Cultural Governance Code, the *Ethische Code voor Musea* (the Dutch translation of the ICOM Code of Ethics for Museums, and the Dutch *Code Cultuursponsoring*.
3. The Rijksmuseum is cognisant of its position in society and responsibility. In entering into a partnership or accepting a donation the Rijksmuseum will consider whether the partnership and/or the gift is consistent with the vision and mission of the Rijksmuseum and will take full account of developments in society.
4. In entering into a partnership or accepting a donation the Rijksmuseum will take account of the existing and planned activities that the museum develops in order to fulfil its mission. The Rijksmuseum accepts donations exclusively on the basis of what would be in the Rijksmuseum's interest. The Rijksmuseum will not accept anonymous or cash gifts (except through the donation box in the museum).
5. In any decision to enter into a partnership or to accept a donation the Rijksmuseum will act in the interest of the museum's reputation, while also taking into consideration its possible impact on staff, visitors and other benefactors.
6. The Rijksmuseum will always protect its independence, and will discontinue any partnership that harms or jeopardises the interests of the museum.
7. The Rijksmuseum will carefully screen all new donations and partnerships, and carry out an annual review of existing partnerships. This screening may include obtaining external information before making a decision to accept a donation and/or either enter into or discontinue a partnership.
8. The principles underlying this Policy apply, *mutatis mutandis*, to the acceptance of monies by the *Rijksmuseum Fonds*. The Board of the *Rijksmuseum Fonds* has approved this standpoint.