

Fundraising Policy

1.0 Document Control

Item	Detail
Policy Title	Fundraising Policy
Document Reference	ORG/GOV/005
Version	1.0
Effective Date	
Next Review Date	

2.0 Purpose and Legal Basis

A clear and robust Fundraising Policy is a cornerstone of good governance for any charitable organisation. This policy serves as a foundational document for the charity, ensuring that all activities undertaken to raise funds are conducted legally, ethically, and in a manner that protects the charity's reputation and its beneficiaries. The creation of this policy is a strategic imperative identified during a formal governance review, establishing a clear framework to guide the Trustees and support the charity's mission.

2.1 Purpose

The core purposes of this policy are to:

- Establish clear principles to guide all fundraising activities, ensuring they are conducted lawfully and with respect for donors and the public, as mandated by a recent governance review.

- Provide a governing framework for the charity’s current fundraising activities, specifically merchandise sales, and for any future fundraising initiatives that may be undertaken.
- Protect the charity’s reputation, assets, and the trust placed in it by its supporters and the general public.
- Safeguard the public and the charity's specific beneficiary community from inappropriate, intrusive, or high-pressure fundraising tactics.

2.2 Legal and Regulatory Basis

This policy is written to ensure compliance with the primary legislation and official guidance governing charitable fundraising in the United Kingdom. It is based on the requirements of:

- **Charity Commission Guidance (CC20):** 'Charities and fundraising'.
- **The Charities Act 2011:** The principal legislation governing charities in England and Wales.
- **Data Protection Legislation:** Including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018, which govern the handling of all personal donor information.
- **The Equality Act 2010** ensures fairness and non-discrimination in all fundraising activities.

This framework dictates the scope and application of the policy across all individuals associated with the charity.

3.0 Scope

Defining the scope of this policy is critical for ensuring the consistent and fair application of fundraising principles across all individuals and activities associated with the charity.

This policy applies to all fundraising activities undertaken by, or on behalf of, the charity. It covers all individuals involved in these activities, whether in a paid or unpaid capacity, including:

- Trustees
- Any future staff or volunteers
- Contractors or agents acting on the charity’s behalf

This document outlines the core commitments and standards that these individuals must uphold when representing the charity.

4.0 Policy Statement

This policy statement serves as the charity's public and internal commitment to upholding the highest standards of fundraising practice.

The Charity is committed to conducting all fundraising activities in a manner that is **legal, open, honest, and respectful**. The Board of Trustees is fully committed to protecting the public, donors, and the charity's beneficiaries from any undue pressure or intrusion in its requests for support.

To ensure a shared understanding of this commitment, the following section provides clear definitions of key terms used throughout this policy.

5.0 Definitions

Clear and consistent definitions are essential for the unambiguous interpretation and application of this policy by all relevant parties.

Term	Definition
Fundraising	Any activity undertaken with the aim of soliciting or receiving donations, including but not limited to public appeals, grant applications, events, and the sale of merchandise.
Beneficiary Community	As defined in Clause 3(1) of the Constitution.
Vulnerable Person	An individual who, due to their personal circumstances, is especially susceptible to detriment, particularly if the charity knows, or ought to know, of their situation. This requires special care and attention during any fundraising activity.
Donation	Any voluntary gift of money or other property made to the charity for its charitable purposes.

Trustee	A charity trustee of the charity as defined in the Constitution and the Charities Act 2011.
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These definitions underpin the practical procedures required for compliant and ethical fundraising.

6.0 Procedures

This section forms the operational core of the policy, translating the charity's principles into actionable guidance for Trustees and anyone fundraising on its behalf. These procedures are designed to ensure that all fundraising is managed responsibly and effectively.

6.1 Fundraising Principles

All fundraising activities undertaken by or for the charity must be guided by the following principles:

1. **Transparency:** We will be clear about who we are, what we do, and how donations are used to support our charitable objectives.
2. **Legality:** We will ensure that all our fundraising activities comply with all relevant laws and regulations.
3. **Donor Care:** We will treat all donors and potential donors with respect, fairness, and courtesy.
4. **Accountability:** We will take responsibility for our fundraising activities and will respond to any questions or complaints promptly and professionally.

6.2 Accepting and Refusing Donations

The Trustees reserve the right to refuse a donation if they determine that its acceptance would be detrimental to the charity's ability to achieve its objects, as outlined in Clause 3 of the Constitution, or if it would risk damaging the charity's reputation.

6.3 Protection of Vulnerable Donors

The charity is committed to protecting vulnerable people. We will not solicit or accept donations where we have reason to believe that a person may be vulnerable and that accepting the donation would be ethically wrong or harmful to the donor's welfare.

6.4 Data Protection and Privacy

All personal data collected from donors or potential donors will be handled in strict compliance with the UK General Data Protection Regulation (UK GDPR) and the charity's Privacy Notice. Donor information will only be used for the purposes for which it was collected, will be stored securely, and will not be shared with third parties without explicit consent, unless required by law.

6.5 Financial Controls

All funds raised will be managed in accordance with the charity's Internal Financial Controls Policy, which the Board is committed to developing. All donations must be properly recorded, acknowledged where appropriate, and banked promptly to ensure the secure and transparent handling of charitable funds.

6.6 Use of Third Parties

Any use of third-party contractors or online platforms for fundraising purposes will be subject to a formal agreement. The Trustees will conduct rigorous due diligence to ensure that any third party acting on behalf of the charity understands and adheres to the high standards set out in this policy.

These procedures are upheld through a clear delineation of roles and responsibilities within the charity.

7.0 Roles and Responsibilities

Assigning clear roles and responsibilities is essential for ensuring accountability and the effective implementation of this policy across the organisation.

- **The Board of Trustees:** Holds ultimate responsibility for all fundraising conducted by or on behalf of the charity. The Board is responsible for formally approving this policy, ensuring its implementation, and managing any risks associated with fundraising activities.
- **All Trustees, Future Staff, and Volunteers** are responsible for reading, understanding, and adhering to this policy whenever they are involved in any fundraising activity for the charity.
- **Contractors:** Any contractor or professional fundraiser engaged for fundraising purposes will be contractually required to comply with this policy and all relevant fundraising regulations.

The successful rollout and embedding of this policy are critical first steps in its lifecycle.

8.0 Implementation

This section outlines the practical steps required to bring this policy into effect, ensuring it is communicated effectively and understood by all relevant individuals.

8.1 Rollout and Training

This policy is effective from the date of its formal approval by the Board of Trustees. All current Trustees will be briefed on its contents and their responsibilities. In line with Clause 11 of the Constitution, this policy will be provided to all new Trustees as part of their formal induction pack to ensure immediate awareness of their obligations.

8.2 Resource Allocation

The primary resource required for the implementation of this policy is the time and diligence of the Trustees. Specific fundraising activities, such as managing merchandise sales, may incur minor operational costs related to payment processing or materials. Any such expenditure must be appropriately approved and budgeted for in advance.

Once implemented, the policy must be subject to ongoing monitoring to ensure its effectiveness.

9.0 Monitoring, Review, and Reporting

Ongoing monitoring and a formal review cycle are essential to ensure this policy remains relevant, effective, and compliant with all applicable regulations and fundraising best practices. This ensures the charity maintains the highest standards of governance and accountability in its fundraising.

- **Monitoring:** The Board of Trustees will review all fundraising activities and any related complaints as a standing item at their regular meetings to ensure ongoing oversight.
- **Key Performance Indicator:** The primary measure of this policy's success will be the number of fundraising-related complaints received, with a target of zero.
- **Policy Review Schedule:** This policy will be formally reviewed by the Board of Trustees **at least annually** to ensure its continued fitness for purpose. It will also be reviewed sooner in the event of significant changes to fundraising legislation, Charity Commission guidance, or the charity's fundraising strategy.

This policy must be read and applied in conjunction with other key governance documents.

10.0 Related Policies and Documents

This Fundraising Policy operates within a broader framework of governance documents that together guide the charity's operations. Cross-referencing these documents is vital for ensuring a cohesive and comprehensive approach to charity management.

- Charity Constitution
- Conflict of Interest Policy
- Internal Financial Controls Policy
- Complaints Handling Policy
- Privacy Notice Policy
- Data Protection Policy
- Risk Management Policy