

Ethical Fundraising Policy

Applicability

This policy applies to all members of our charity, including trustees. Therefore, everyone must follow this policy in accepting or refusing donations.

This policy sets out how we manage ethical issues and social responsibility within fundraising. Specifically, we aim, at all times to be open, honest, fair and to operate in a legal way that meets not only the law, but also fundraising regulation and best practice, including the Code of Fundraising Practice.

Charity Team

The trustees are aware of and follow the 6 principles in Charity Commission 20 – link to view Charity Fundraising: a guide to trustees duties.

Everyone who is involved in fundraising has a responsibility to be aware of and comply with the ethical issues and procedures in this policy.

Supporters

Supporters have a right to expect us to provide clear, truthful information on our work, including reporting on how we spend the funding we are given and managing donors' information responsibly.

We will comply with the guidance issued by the Charity Regulators and UK law, including in respect of openness and honesty with our supporters and members of the public. We will respect the privacy and contact preferences of our donors. We will respond promptly to requests to cease contacts or complaints and act to address their causes.

Refusals

We abide by the law which requires us, in deciding whether to accept or refuse a donation, to consider which action is in the charity's best overall interest. We have adopted a Refusals & Acceptance of Donations policy, which covers this in detail.

Commercial Partners

We do not actively endorse commercial products or services in return for payment or donations. We remain neutral on political issues unless they directly impact our charity missions statement or ethos.

It is acceptable to highlight third party campaigns, which directly benefit our charity with fundraising activities, avoiding endorsement of specific products.

Donations

If supporters wish their donation(s) to be used in a specific way, or for a specific purpose, they may make a restricted donation by providing written instructions with their donation. We will always respect this. Where no written restrictions are provided

directly by the funder the CEO and Board of Trustees will identify appropriate commitment of funding, acting with integrity to the funder and in the best interests of the charity.

Vulnerable Individuals

We will not place any undue pressure on individuals to donate.

We do not either solicit nor accept donations from anyone whom we know or think may not be competent to make their own decisions.

We are sensitive to any particular need that a donor may have.

Approval and Review

Approval By	Date	Next Review Date
Trustee Board	January 2021	January 2022