

# Ethical Fundraising Policy

Policy owner	<b>Business Development Manager</b>
Approved by Trustees on	27/01/22
Next review	Jan 2023
Related Policies	<a href="#">Donations Acceptance Policy</a>

## 1. Introduction & Scope

Bendrigg Trust is committed to its charitable aims and fundraises in order to deliver its charitable objectives. Bendrigg is committed to ensuring that fundraising activities are carried out in an ethical manner.

This policy seeks to cover the ethical issues and social responsibility within fundraising and covers all fundraising activities undertaken on behalf of Bendrigg Trust. This policy applies to the Board of Trustees; casual, permanent and contract staff; and volunteers.

## 2. Purpose

The purpose of this document is to identify Bendrigg's position on fundraising practice and to document the standards expected in raising funds from the community.

## 3. Policy

Bendrigg's guiding fundraising policy is a simple one – we will only use techniques that we would be happy to be used on ourselves. We respect the rights of our supporters to clear, truthful information on the work of Bendrigg Trust; to openly report on how we spend donated funds and to manage donors' information responsibly. In doing so, Bendrigg will adhere to the following standards:

- Fundraising activities carried out by Bendrigg will comply with all relevant Charity Commission and UK laws and legislation, including but not limited to:
  - Charities Act 1992, 2006, 2011 & 2016
  - Data Protection Act 2018
  - Licensing Act 2003
  - Gambling Act 2005
  - Safeguarding Vulnerable Groups Act 2006
  - Equality Act 2010

- As voluntarily members of the Fundraising Regulator's scheme, Bendrigg commits to the Fundraising Promise and follows the Code of Fundraising Practice
- All funds raised via fundraising activities will be for the stated purpose of the appeal and will comply with Bendrigg's stated mission and purpose
- Nobody directly or indirectly employed by or volunteering for Bendrigg Trust shall accept commissions, bonuses or additional payments for fundraising activities on behalf of the organization.

#### **4. Fundraising & Marketing Sub-Committee**

A Fundraising & Marketing Sub-Committee will oversee the major fundraising tasks. This committee will report regularly to the Board of Trustees and will include at least one Trustee in its membership at all times.

#### **5. Personal Information**

All personal information collected by Bendrigg is confidential and is not for sale or to be given away or disclosed to any third party without consent. Donors can choose at any time to make an anonymous donation or to have their previous records anonymised. Our Privacy Policy details how we collect, store and use your data.

#### **6. Fundraising Activities**

Fundraising activities should not be undertaken if they may be detrimental to the good name or community standing of Bendrigg Trust.

No general solicitations shall be undertaken by telephone or door-to-door.

Any communications made to the public in the course of carrying out a fundraising activity shall be truthful and non-deceptive.

A statement estimating income and expenses will be prepared prior to the commencement of any new fundraising activity that may present a financial risk to Bendrigg Trust. Fundraising activities will not be undertaken if they will expose the organisation to significant financial risk.

Anyone wishing to fundraise for Bendrigg Trust is encouraged to let the Fundraising Team know by completing an online form available on our website. Anyone fundraising in aid of Bendrigg who has not made their activities known to us will be deemed to be acting independently of Bendrigg Trust and as such the charity takes no responsibility for their actions.

Any documentation produced relating to fundraising must display the charities' registration number (508450).

## **7. Portrayal of people with disabilities**

Bendrigg Trust will not portray disabled people in a way that reinforces negative stereotypes or attitudes. This includes, but is not limited to, portraying people with disabilities as dependent, 'suffering' or separate from society. Bendrigg seeks to challenge these perceptions and remove social barriers. Any portrayal of people with disabilities in our fundraising will be respectful and include positive messages and images.

## **8. Acceptance and use of donations**

If supporters wish to make a donation to a specific area of Bendrigg Trust's work (e.g. for specific equipment or a specific project), they may make a restricted donation by providing written instructions to this effect at the time they make their donation.

Donations where no use is specified by the donor will, as standard, be applied to the Bendrigg Subsidy Fund. In some circumstances the Centre Director and/or Business Development Manager may allocate unspecified donations to other projects or activities.

Please see the related Donations Acceptance Policy for more detail about the acceptance and refusal of donations.

## **9. Donor Recognition & Stewardship**

Donations will be recognised according to the guidelines set out in Bendrigg's Stewardship procedures. This document also sets out guidelines for communications to supporters to maintain effective relationships.

## **10. Handling of donations & funds raised**

Funds raised for Bendrigg Trust belong to the charity and, once collected, must be paid over to the charity in a timely manner.

All donations and funds raised must be recorded on the charity's fundraising database, on a regular basis.

Donations can be made in a variety of ways:

- Online through the Bendrigg website
- Online through other websites e.g. JustGiving
- Direct Bank Transfer
- Through the post or in person
- Petty Cash

## 11. Corporate Partners

Bendrigg Trust follows a due diligence process before engaging in a partnership ensuring there are no current or potential conflicts of interest. Bendrigg Trust will not endorse products or companies and any corporate partnership does not imply approval or endorsement of any corporate policies. Any activities or relationships that would tarnish the reputation or integrity of Bendrigg Trust will not be approved.

Where appropriate, Bendrigg will provide recognition of corporate support in a variety of ways which will be agreed in advance with each partner. These may include but are not limited to; a page on our website, inclusion in our monthly newsletter and press releases.

## 12. Applications for funding or support

Staff members, other than the Centre Director or Fundraising Team, are not authorised to apply for funding or grants to companies, grant-making trusts and foundations, philanthropic groups or public bodies without the prior consent of the Business Development Manager or Centre Director.

## 13. Unauthorised activities

### *Collections*

It is the policy of Bendrigg Trust not to engage in house-to-house collections or telephone fundraising.

### *Balloon releases and sky/Chinese lanterns*

It is the policy of Bendrigg Trust not to engage in balloon releases or the release of sky/Chinese lanterns due to the harmful effects to wildlife and the environment, even when these products purport to be bio-degradable.

### *Other activities sensitive to the environment*

Bendrigg values the outdoor environment and, together with our visitors, we foster a sense of appreciation and environmental responsibility. Any fundraising activity will not be approved if it is deemed to have a detrimental environmental impact.

## 14. How to make a complaint regarding fundraising

Anyone wishing to make a complaint to Bendrigg Trust regarding fundraising should contact the Business Development Manager in the first instance who will respond within 10 working days.

Email: [sarah@bendrigg.org.uk](mailto:sarah@bendrigg.org.uk)

Phone: 01539 723 766

Post: Sarah Garman, Business Development Manager, Bendrigg Trust, Bendrigg Lodge, Old Hutton, Kendal LA8 0NR

Alternatively, if your complaint is in relation to the Business Development Manager please contact the Centre Director, Nick Liley who will respond within 10 working days.

Email: [nick@bendrigg.org.uk](mailto:nick@bendrigg.org.uk)

Phone: 01539 723 766

Post: Nick Liley, Centre Director, Bendrigg Trust, Bendrigg Lodge, Old Hutton, Kendal LA8 0NR