

Ethical Fundraising Policy 2023



21/09/22

Muirhead Outreach Project
Authored by: Janine Norris



Policy Statement

The purpose and scope of this policy statement

This ethical fundraising policy sets out how we manage the 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](#).

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

Muirhead raises funds for supporting families who are going through difficult times. This support looks like an 8-week foundation work model, with further support at various groups, our family days and the use of our caravan. We comply with and support the Fundraising Regulator's Promise to be legal, open, honest and respectful. We uphold their vision of a world where fundraising is ethical and giving is sustainable, where donors and fundraisers have respect for each other. We will always be honest about what we can achieve when asking for funds, submit realistic budgets, use the funds for the purpose intended and ensure that we provide any reports required, on time.

This policy outlines the ethical responsibilities of Muirhead's fundraising. All MOP staff have a responsibility to be aware and have a thorough understanding of the ethical issues referred to in this policy. This policy is aligned to [our values](#) which are an integrated part of our fundraising.

Our key principles of responsible fundraising are:

- We have honest relationships with our donors and sponsors; all communications are truthful and transparent.
- All monies raised are used exclusively for the purposes specified and in accordance with our stated mission and purpose.
- All fundraising initiatives reflect our values and do not compromise the reputational standing of either ourselves or our donors.
- We adhere to all the Fundraising Regulator's codes of practice to ensure best practice, transparency and accountability.

Trustees

The trustees are aware of and will comply with Charity Commission guidance [CC3a](#), regarding trustees responsibilities, particularly in relation to always acting in the charity's best interests and managing any conflicts of interest.

The trustees are also aware of and follow the 6 principles in Charity Commission 20 ([Charity Fundraising: a guide to trustees duties](#)).

We will ensure that everyone is aware of and consistently complies with the [regulatory guidance on fundraising behaviours](#) and respond promptly and effectively to any [fundraising complaints](#).

Charity Supporters & Doners

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.

Protecting Vulnerable Doners

In communicating with potential or existing donors we will be mindful of indicators that may suggest an individual may be vulnerable by using **REAL**:

Retain - and repeat the information you give him/her? Do you have to repeat what you have said over and over again?

Explain - able to properly explain or communicate the decision they have made? Are they joining in the discussion or just agreeing with what you are saying? Are they asking questions that aren't related to what you are saying?

Able - to understand what they are being told?

Listen – able to listen, follow and understand the discussion taking place, or are they just repeating what you say?

If an individual shows signs of possible vulnerability, we will:

- Consider communication preferences.
- Not make assumptions about him/her.
- Ask him/her what they need and how we can help them better.
- Empathise and sympathise with him/her.
- Try asking questions in a different way.
- Summarise anything that has been decided or agreed in plain English.

We:

- Will not place any undue pressure on individuals to donate.
- Do not either solicit nor accept donations from anyone whom we know, or think may not be competent to make their own decisions.
- Are sensitive to any needs that a donor may have.

Protecting and Respecting Charity Beneficiaries

How we represent our beneficiaries, in our communications, is always respectful of them and portrays them in the way they would wish to be seen. We will only use personal information that they have given consent for and for the purposes they have agreed and will not disclose anything that might put them at risk, particularly children and vulnerable people.

Protecting and Respecting Staff & Volunteers

Muirhead has zero tolerance for abuse, including discrimination, bullying and sexual harassment, not only for fundraising staff and volunteers, but for anyone who is involved with our charity. MOP will maintain a culture of respect and equality, will ensure that there are processes to raise concerns that everyone is aware of and is confident to use and we will deal with any allegations of abuse promptly and sensitively.

Fundraising Due Diligence

We will undertake reasonable due diligence of donors, to ensure they don't hold views or are involved in activities that might be incompatible with our role and damage our reputation. In terms of donations, we will ensure that any gift is safe to accept and, doing so, would be in the best interests of your charity. We will also consider issues, such as [suspicious donations](#), or managing large anonymous gifts, or those from vulnerable individuals.

To further ensure that significant donors do not carry any reputational damage or risks to MOP, we will conduct a screening process, subject to GDPR, for:

- any individual proposing to make a contribution of over £5,000
- any source where any member of the board of trustees or an employee has raised a concern
- funding offered for a specific project where the source insists that a particular third party is used as a partner or supplier on the project
- funding that has unusual or disproportionate conditions attached

Should a prospective supporter be deemed to be contentious, they will immediately be referred to the Manager, the Chair and Trustees for further review.

Where necessary, further information and advice will be sought from the fundraising regulator.

Refusals & Acceptance of Donations

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.

MOP recognises some sources of support or potential support may create a risk of causing damage to our reputation.

MOP will not accept funds where:

- The donation is made anonymously through an intermediary who is not prepared to identify the donor or there are reasonable grounds to suspect that the donor has acted unlawfully in acquiring the funds.
- Acceptance of the funds would significantly damage the effective operation of MOP in delivering its mission by:
 - creating unacceptable conflicts of interest
 - causing material damage to the reputation of MOP
 - causing undue harm to MOP's relationship with other benefactors, partners or stakeholders and beneficiaries.

In addition, there may be reasons to review or conduct due diligence on a donation – for example:

- Where a donor is known for activities which directly harm individuals; e.g. tobacco and addiction or fossil fuels.
- Where a donor is known for unethical employment practices such as breaching working hours, failing to pay minimum wage, or otherwise infringing employee rights.
- Where a donor has a poor reputation for equal opportunities and diversity.

Fundraising Commercial Partners

We will not partner with any organisation that produces goods/services or acts in a way that is contrary to our charitable objects, or values.

We are aware of and comply with the Charity Commission [RS2 – Charities and Commercial Partners](#). We will ensure that any commercial agreement represents a fair deal for the charity and.

- **Clearly establishes what we expect to gain from it, prior to entering into an agreement.**
- **Set up appropriate systems to monitor and review the partnership.**
- **Take appropriate steps to identify and manage any risks.**
- **Ensure from the outset that the expectations of both the charity and the company have been agreed and can be managed effectively and appropriately.**

We will disclose any commercial partnerships in our Annual Report.

Restricted 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.

Useful Contacts:

Shannon Wright – Service Manager: shannon.wright@muirhead-outreach.org.uk;
07765 991728

Kylie Christie – Chair of Trustees: KCK9@outlook.com; 07850 341129

Janine Norris – Charity Development Officer: Janine.norris@muirhead-outreach.org.uk;
07506685415

OSCR (Scottish Charity Regulator): 01382 220446

*The designated fundraising and policy officer for
Muirhead is **Janine Norris**.*

We are committed to reviewing our policy and good practice annually.

This policy was last reviewed on:31st October 2023.....(date)

Signed:



Date:28/11/22

Other policies linked:

- *Safeguarding Policy*
- *Fundraising Strategy*
- *Social Media Policy*