### Fundraising Policy-Generic DPO Example

### 1. Introduction

(DPO name to insert here) is a registered charity and relies on income from fundraising to secure its activities.

We must ensure that by undertaking fundraising activities we uphold any legal, statutory or regulatory requirements, and maintain our reputation and adherence to our organisational values.

This Policy provides guidance on how fundraising at (DPO name to insert here) will be managed to ensure that we maintain these standards, and provide reassurance and transparency to our donors and sponsors of our processes.

We are registered with the Fundraising Regulator and are committed to maintaining good practice in fundraising.

This Policy will be reviewed every three years or more frequently as legislation, guidance from official bodies or industry best practise changes.

### 2. Definition

(DPO name to insert here) fundraises through the following means:

*“Sponsorship”* is where a business provides money in order to secure the marketing and promotion of its business name, products, services or image. Sponsorship may also include the giving of services or goods for the same in return.

A *“donation”* is a gift for which no direct benefit is sought. A donation may take various forms including cash, services or goods and can be from an individual or an organisation.

A *“grant”* is cash given to an individual or an organisation for a specific purpose. There is an obligation to fulfil any criteria the funding body may place upon the grant i.e. to ensure the project that is funded satisfies their aims and objectives and proceeds as outlined during the grant application process. Funding bodies usually require some level of profile in return for their grant and this should be in proportion to the size of grant and agreed in writing before accepting the grant. This is usually in the form of a logo or line credit with agreed wording in publicity. Grants should always be documented in some form of written agreement between the parties.

### 3. Requirements

(DPO name to insert here) will only accept funds if they meet the following requirements:

* **Benefit**: there are strong grounds for believing it will result in benefit to (DPO name to insert here). The benefit sought should be viewed as good value for the level of support given and the resource required to secure it.
* **Integrity:** the company, organisation, partnership or activity will not bring (DPO name to insert here) into disrepute, damage our reputation or integrity, or be likely to result in loss of income for example through
* **Strategic fit**: partnerships, activities and the objectives of companies or organisations we work with, do not contradict (DPO name to insert here) mission, aims and objectives.
* **Independence:** donations, partnerships or activities do not compromise our independent status.
* **Influence:** there is no attempt on the part of the partner, donor, company or organisation to influence our policy or actions either explicitly or implicitly. All funding must operate within the requirements of (DPO name to insert here) Bribery and Corruption Policy.
* **Legality:** partnerships, activities and the wider business activities of partner companies or organisations must be, as far as we can ascertain, wholly legal under applicable law.
* **Codes of Practice:** acceptance of donations, partnerships and activities must comply with the Fundraising Regulator Code of Fundraising Practice.
* **Standards:** the partnership, company or organisation and activity must meet any appropriate and associated national or international standards, and abide by any relevant regulations.

### 4. The Role of Trustees

Final responsibility for actions under this Policy and our Fundraising Strategy rests with (DPO name to insert here) trustees, who will be able to demonstrate they act in ‘the best interests of the charity’. This means trustees will not be influenced by personal moral perspectives or judgements, or derive any personal benefit from funding to the charity.

Trustees will declare a conflict of interest where it exists.

### 5. Consideration of Opportunities

Some companies, organisations or donors will require special consideration before funding can be accepted from them.

Funders that may be considered contentious should be discussed with the Senior Management Team and the Trustees before being approached.

Examples include funders that:

* may have unethical practices with regard to the manufacture of their products e.g. animal welfare, human rights;
  + promote or are involved in tobacco, pornography, weaponry or similar activities;
  + is in financial or legal conflict with (DPOs name to insert here);
  + as far as Living Options Devon is aware, does not uphold the same values of our Equality & Diversity Policy.

The above list is not exhaustive and (DPOs name to insert here) retains the right to decline funding from any funder, which Living Options Devon in its sole discretion considers inappropriate.

**6. Authority to proceed**

All gifts (including sponsorships) should be channelled through the Fundraising team to ensure they are documented and handled in line with this Policy & company procedures.

**7. Process for managing Corporate Sponsorship**

Before a sponsorship can be secured, the following steps must be undertaken:

* **Research**: businesses approached should be researched to ensure a best fit in line with this policy.
* **Valuation:** benefits to be offered to a sponsor must be valued to ensure proposals are fair and reasonably priced.
* **Benefits:** all crediting & branding permitted must be agreed in advance based on the valuation.
* **Invoicing:** full payment should be received before the activity sponsored takes place.
* **Contracting:** all sponsorships over £1,000 should be documented with a written contract.
* **Evaluation:** sponsors should be provided with an evaluation demonstrating return on investment after the activity.
* **Review:** sponsors should not be contracted for longer than 3 years without consideration of whether the partnership still presents best value for (DPO name to insert here).

All sponsorship is unrestricted income to the charity as a service provided in return for payment.

All sponsorships should be channelled through the Fundraising Team to ensure they are documented and handled in line with this Policy & company procedures.

**8. Process for managing Donations & Grants**

When a donation or a grant is received, staff should ensure the following:

* Clarify where the donation or grant will be spent and whether it should be treated as unrestricted or restricted funds.
* Document the gift and log any relevant details agreed such as management of the gift and activity funded, decision making for any changes to the activity supported, payment schedule etc.
* Procedure for thanking the funder, ensuring that benefits of significant financial value are not given that will conflict with this policy or significantly off-set the value of the gift.
* If the gift is being made by a UK resident tax payer, undertake full documentation for possible Gift Aid claim purposes.

(DPOS name to insert here) needs to know source of funds to ensure it complies with this policy.

9. **Data Protection**

(DPOs name to insert) will administer all fundraising in line with its Data Protection Policy.

Funders will never be given direct access to mailing lists or data held by (DPOs name inserted here), unless it has the express permission of the data subject.

All funders have a right to request access to their data and may obtain this by contacting a member of the Fundraising team.

(DPOs name inserted here) acknowledges the donor’s right to privacy and will uphold the values of the Fundraising Regulator’s Fundraising Code of Practise.

Should any funder or donor wish to make a complaint about fundraising, then they may do so under the (DPOs name inserted here) Complaints and Compliments Policy.

**10. Gift Aid**

We will seek to maximise all donations by claiming gift aid from HMRC wherever possible. Donors will be asked for a gift aid declaration,

Claims will be made to HMRC in line with the requirements of current legislation.