



Fundraising Policy

Review

Date reviewed by Trustees	Amendments
November 2023	
Person responsible for review	Board of Trustees and CEO
Signed: CEO 	Chair 
Date of next review	NOVEMBER 24

1 Purpose of this policy

This policy seeks to assure that the work of Always Bee You CIO (ABY), is funded ethically and we promise that our fundraising, in all forms, is legal, open, honest and respectful. Donations to ABY should be accepted or rejected for proper, defined reasons.

This policy sets out our donor criteria for individuals, companies and grant giving bodies and the process we follow to review funding opportunities, making our expectations clear to all our stakeholders.

ABY will be honest about how donations are used to fulfil our mission, open about the methods we use to raise funds and who we work with, respectful to the wishes, preferences, personal information and circumstances of the people we interact with, and we will take all steps necessary to comply with the law.

- ✦ We will take responsibility for our actions, ensuring that our fundraising is carried out in line with the Code of Fundraising Practice.
- ✦ Nobody directly or indirectly employed by or volunteering for ABY, shall accept commissions or bonuses for fundraising activities on behalf of ABY
- ✦ No general solicitations shall be undertaken by telephone or door-to-door to the public
- ✦ If our fundraisers, those employed by ABY or contracted to fundraise on our behalf, identify signs of vulnerability, they will respond appropriately and according to the principles of being legal, open, honest and respectful.

- ✚ We will always be respectful. This means being mindful of and sensitive to any particular need that a donor may have. It also means striving to respect the wishes and preferences of the donor.
- ✚ We will treat donors fairly. We will not discriminate against any group or individual
- ✚ We will respond appropriately to the individual needs of our donors. We will consider all requests to adapt our approach (tone, language, communication technique) to suit the needs and requirements of the donor and
- ✚ Take all necessary steps to ensure a vulnerable individual is able to make an informed decision about donating to ABY and if not, refuse the donation

2 Legal requirements

The Charities Act 1992 states that Trustees can refuse donations if they are not in the best interests of ABY to accept it. In deciding whether to accept or refuse a particular donation, the law requires Trustees to carefully consider, based on relevant law (including anti-money laundering legislation) and the evidence available to them, which course of action will be in ABY's best interest. The law allows practical and ethical factors to be considered where they are relevant to ABY's charitable objectives. In exercising this power, the Trustees must not allow personal views or prejudices to affect their conduct and decisions.

ABY expects all staff, volunteers and trustees to maintain confidentiality at all times. In line with Data Protections Act 2018 and UK gdPR, ABY does not share information if not required.

3 Fundraising Compliance

ABY Trustees take ultimate responsibility for fundraising compliance. They delegate operational management to the CEO.

4 Fundraising activities covered by this policy

Charitable funds consist of, but not exclusively limited to;

- ✚ Money raised through fundraising events
- ✚ Money donated as a result of a fundraising appeal
- ✚ Corporate sponsorship
- ✚ Charitable foundation funds
- ✚ Tangible personal property (gifts in-kind)
- ✚ Pledges (ie fixed crowdfunding)
- ✚ Money left in a legacy for the benefit of ABY

All fundraising publicity must clearly state how the fundraising will benefit ABY. It is the responsibility of the Trustees/CEO to coordinate the soliciting of funds from individuals, foundations, businesses, corporations and organisations in order to avoid an excessive number of solicitations in the name of ABY.

5 Fundraising by staff, volunteers or ABY members

Participating in fundraising activities by staff, ABY volunteers or ABY members, is voluntary and should not be imposed on individuals.

6 Donations or gifts

ABY, in deciding whether to accept or decline a donation or gift, will consider ABY's best overall interest and will not accept donations from donors whose activities appear to be in direct conflict with our charitable aims and objectives. ABY will not work with companies or individuals who participate in activities which;

- ✚ Could cause detriment to ABY's reputation
- ✚ Will disproportionately decrease the amount of donations to further the work of the ABY
- ✚ Would undermine our vision and values
- ✚ Are associated with unsuitable products, corporate or individual
- ✚ Are from individuals, groups or organisations which are known to take advantage of vulnerable people
- ✚ Are personal gifts to staff, volunteers and members of ABY, which should be discouraged at all times
- ✚ Are from unknown sources of funding. ABY will take reasonable steps to determine the ultimate source of the funding for each gift and satisfy itself that the funds do not derive, directly or indirectly, from activity that was or is illegal
- ✚ Potentially harm our relationships with other donors, service users, stakeholders or volunteers
- ✚ Expose ABY to undue adverse publicity or reputational risk
- ✚ Require unacceptable expenditure or additional charity resources

A donor making a donations for specific use within ABY, will need to provide written instruction to this effect with their donation.

All donations or gifts should be processed and recorded with any accompanying correspondence, including the date of receipt, donor's name, address and contact details, any specific instructions.

7 Handling cash donations

ABY will adhere to the following good practice when handling cash donations resulting from face-to-face activities;

- ✚ Cash must be collected, counted and recorded by two unrelated individuals, in a secure environment, wherever possible.
- ✚ Unsecured cash must never be left unattended or in an unattended environment
- ✚ Cash must be banked as soon as is practicable
- ✚ Cash not banked immediately must be placed in a safe or other secure location
- ✚ At the earliest possible date, reconciliation must be made between cash banked and income summaries

8 Refusal of donations or gifts

If a donation or gift is received which may not be acceptable under the terms of the policy, the CEO should be alerted at the earliest opportunity. This will be researched further and referred to the Trustees.

All anonymous donations of £25,000 or more will be reported to The Charity Commission as a serious incident (in line with current Charity Commission guidelines).

9 Always Bee You ethical fundraising guidelines

This policy sets out the criteria which must be considered when deciding whether ABY should be involved in opportunities connected with accepting donations, grants, sponsorships, or other partnerships.

ABY actively seeks opportunities to work with individuals and external organisations to achieve shared objectives. It is vital, however, that we act primarily to further our own objectives and we do not allow individuals and external organisations to bring our name into disrepute. ABY, therefore, accepts financial support from, and works in partnership with individuals, companies, and grant-making trusts, on the following conditions;

- ✚ There will be a resultant benefit to the support of the members of ABY, either directly (ie through the direct funding of support initiatives) or indirectly (ie through campaigning and awareness raising)
- ✚ We are satisfied that neither the independence nor the integrity of ABY would be compromised by accepting such support, and
- ✚ We are satisfied that any publicity that results from accepting such support will be beneficial to ABY.

10 Ethical fundraising criteria

The following criteria apply to all opportunities (including donations, grants, sponsorships, gifts of property, shares and other securities, pro bono work, and other partnerships or arrangements).

Always Bee You CIO must refuse opportunities where;

- ✚ The donation comes from an individual or organisation which is in direct conflict with our mission, vision, and values, and could compromise who we are or what we do. Circumstances where this may apply include, but not limited to;
 - Companies that are known to discriminate against people with learning, physical and mental health disabilities
 - Companies that promote gambling or risky behaviour around money
 - Tobacco companies
 - Alcohol companies
 - Weapons manufacturing companies
 - Weight loss and dieting companies
 - Individuals or organisations known to be associated with criminal sources, and
 - Short-term loan providers and pay-day lenders
- ✚ It is believed that the cost to ABY of accepting a donation or opportunity will be greater than the value of the donation or opportunity itself
- ✚ The donation is deemed to come from a vulnerable person or a person in vulnerable circumstances
- ✚ The donation is made with the intention of influencing ABY with an explicit or implicit exchange for favours or benefits
- ✚ The donation would help further a donor's personal or organisational objectives which conflict with those of ABY
- ✚ The donation, through either its magnitude or nature, will unduly restrict ABY's ability to deliver, or to be seen to deliver, the full scope of our charitable endeavour, or
- ✚ It is considered that the opportunity may, in the opinion of ABY, bring the charity into disrepute or involve the charity in controversy or publicity which would do meaningful damage to ABY's reputation and standing.

11 Partnerships

In general, ABY apply the following conditions to each of our partnerships

- ✚ Participation in a specific corporate arrangement does not, in a way, imply ABY's approval or endorsement of any corporate policies, nor does it imply that ABY will advocate on behalf of any corporate entity.
- ✚ ABY's name is not used in a manner that would express or imply our endorsement of the corporation or its policies
- ✚ ABY retains equal editorial control over any information produced as part of a corporate arrangement in which we are quoted, or our logo is displayed. In such

cases, all materials in print, broadcast, or electronic media prepared by the corporate partner must be submitted to ABY for approval in writing prior to release and

- ↓ An up-front payment is not required to secure a partnership (although a nominal brand licence fee may be charged as part of the agreement).

Where appropriate, ABY will provide recognition of corporate support in a communication plan agreed between both parties and our key corporate partners will be disclosed in financial reporting

For all partnerships, where any income exchanged is contingent on fulfilling specific conditions or benefits (such as use of ABY's logo) a corporate partnership agreement, commercial participation agreement, or memorandum of understanding will be drawn up. All agreements will set out clearly the nature of the partnership and the obligations of each party.

12 Monitoring, audit and review

The Chair of the Board of Trustees is responsible for managing this policy and for overseeing its implementation. The CEO is responsible for implementing the policy within their areas of work, and for overseeing adherence by staff and volunteers. Every member of staff and volunteer should take personal responsibility for conforming to it.

It is the responsibility of the CEO to audit compliance with all policies as part of ABY's normal audit cycle and to undertake or direct remedial action as required.

13 Complaints

ABY will respond to all complaints from sponsors and members of the public in a timely, respectful, open and honest way.