



Context

The Organisation actively seeks opportunities to work together with external organisations and individuals to achieve shared objectives. However, it is vital that The Organisation maintains its independence and does not allow any external partnership to bring the name of The Organisation into disrepute.

The Organisation therefore accepts financial support from, and partnership working with, companies and individuals on the following conditions:

- There are strong grounds for believing that it will result in a benefit to The Organisation's beneficiaries
- The Chief Executive and Trustees are satisfied that no adverse publicity will result from accepting such support
- There is no attempt on the part of the company or individual to influence The Organisation's policy or actions either explicitly or implicitly
- That initiatives do not compromise the independent status of The Organisation

Cause-Related Marketing, Affinity Marketing and Product/Service Endorsement

- The Organisation does not endorse or approve the products or services of any company. A statement to this effect will be included alongside any branding or promotion associated with products
- Only The Organisation will have direct access to its database and beneficiaries
- In order to ensure that all of The Organisation's cause-related promotion reflects The Organisation's values, any potential initiative must come to the Chief Executive and relevant governance committee for approval.

Avoidance Criteria

1. The Organisation will not accept any funding from companies directly involved in activities that run contrary to its overall charitable objectives / vision / aims. It will not accept financial support or partnerships with companies involved with any of the following activities:
 - Animal testing
 - genetic engineering
 - human rights abuses
 - intensive farming
 - manufacture of environmentally hazardous products or chemicals
 - military contracts
 - mining; nuclear power
 - third world debt; third world marketing
 - the manufacture of tobacco

Ethical Fundraising Policy

- and water pollution.

Acceptance Criteria

When deciding whether to accept any particular donation, the Chief Executive and Trustees have a duty to demonstrate to the Charity Commission that they have acted in the best interest of the charity, and that association with any particular donor does not compromise The Organisation's ethical position, harm its reputation or put future funding at risk. The Organisation complies with all relevant legislation, including money laundering rules, the Bribery Act and Charity Commission guidance, including terrorism and political activity.

The Organisation would therefore not accept any of the following where the donation:

- Was known to be associated with criminal sources and/or illegal activity
- Would help further a donor's personal objectives, which conflict with those of The Organisation
- Would lead to a possible decline in support for The Organisation, and so risk a fall in the resources available to fund its work or damage its longer term fundraising prospects
- Would otherwise impact adversely on The Organisation's reputation
- Accepting a donation from any particular source is inconsistent with Government policy

Purchasing

The Organisation will not knowingly purchase goods and/or services produced and delivered under conditions which involve any form of abuse or exploitation of third parties.

Evidence (not exhaustive) of such abuse and exploitation includes:

- The use of child labour
- Failure to pay employees a living wage
- Working hours are excessive
- Evidence of any form of inhuman, unreasonable or discriminatory treatment of employees

The Organisation expects suppliers to accept responsibility for labour and environmental conditions under which products are made and services are provided and to make written statement of intent regarding the company's policy.

Further Points

The Organisation recognises that, in accepting funding from statutory bodies, it must consider the policy implications and obligations that might be tied to it and ensure that these do not contravene the aims of The Organisation.

The Organisation can seek to raise funds from a series of charitable Trusts and Foundations, but recognises that, simply because these have been registered with the Charity Commission does not mean that they are ethical givers. The Organisation therefore does not accept money from any charitable Trust if it is a requirement of grant receipt to advertise any company or organisation whose activities run contrary to the Organisation's aims.

The Organisation will maintain accountability and open and honest relationships with all its partners, by regularly monitoring and evaluating its work. This statement of policy is meant as a working guide for the Organisation. Any final decisions will be governed by the Board of Trustees.

Ethical Fundraising Policy

It is the duty of the Board to advise of any potential conflicts of interest with regards to funding or partnerships, and for the Board to act in the best interests of the Organisation at all times.

Signed off by the board: 22 September 2023

To be reviewed: September 2024