



Fundraising Policy

DATE APPROVED	28 November 2023	DATE OF NEXT REVIEW	November 2024
POLICY OWNER(S)	CEO		
DESIGNATION	Centre-wide		
Approved by	Board of Trustees		

Purpose of policy	To set out guidelines for the Charity's fundraising activities, acceptance of donations and complaints in respect of these
Intended audience	All service users, staff, volunteers, members of the public and potential donors
Links to other policies	Data Protection Policy Privacy Notices Records Retention Policy

1. Introduction

This Fundraising Policy (“**Policy**”) sets out the standards to be adopted by St Elizabeth’s Centre (“**Charity**”) in our efforts to raise funds to support our mission to advance the education and promote the physical and mental health for people of all ages who have epilepsy or other complex needs, on the basis of their need.

In this Policy, fundraising refers to the engagement of individuals and organisations in their financial support of the Charity’s work, as well as the commercial and retail activities we carry out in order to generate income. In our fundraising, we strive to give our supporters the best experience we can, so that together we can do more to support individuals with epilepsy or other complex needs. It is critical that our fundraising is transparent, ethical and responsible.

At the time of the latest review, this Policy is consistent with the Charity Commission’s guidance. We are registered with the Fundraising Regulator and follow the Fundraising Regulator’s **Code of Fundraising Practice**. This code sets the standards for fundraising activity throughout the UK.

This Policy applies to both restricted and unrestricted donations.

Our approach to responsible fundraising is driven by these four key principles:

- **We fundraise with integrity.**
- **We work in partnership with those who support us.**
- **We value and respect our supporters.**
- **We are transparent in our fundraising and use of funds.**

2. Who this Policy applies to

This Policy describes the minimum standards for the Charity’s efforts to raise funds. All staff employed by the Charity and office and shop volunteers involved in fundraising are required to have a thorough understanding of this Policy, and adhere to it. It is the responsibility of the Finance Director to ensure that staff and office and shop volunteers are aware of this Fundraising Policy and principles.

3. Policy Statement

How we raise Funds

We are honest and behave with integrity in all our fundraising. We raise funds in accordance with our Fundraising Policy, and with our Data Protection Policy and procedures. These comply with relevant UK laws and regulation, including those related to privacy. We respect our supporters’ privacy and right to decide how and if the Charity contacts them.

In our fundraising, we share honest, powerful stories with emotional impact about the lives of those affected by epilepsy. When we tell these stories, our primary concern is to respect the wishes, dignity and security of the individual or community. Therefore, we will only share stories where we have informed and prior consent to do so.

4. Where our Funds come from

The fees paid to us for the services we provide to vulnerable children and adults comprise our primary source of funding. We also seek to generate income and donations from a diverse range of resources.

We actively seek funding in pursuit of our charitable and strategic objectives. We ensure that projects for which we raise funds reflect our mission, priorities, and that neither the funding opportunities we pursue, nor the requirements of funders, will deflect us from our strategic objectives.

We accept donations from a range of organisations – trusts, foundations, companies, and commercial organisations – where there will be a benefit to our work.

We will not solicit or accept gifts from individuals or organisations that might use their funding relationship with the Charity to deflect criticism from their activities, or where association with that individual or organisation would create conflict with our mission and values which would be likely to result in reputational damage.

We operate the Charity Commission's 'Know your Donor' principle and will make reasonable and appropriate attempts to identify any individual or organisation that gives us financial support, particularly where significant sums are being donated, or the circumstances of the donation give rise to notable risk. We will not accept anonymous corporate donations. We may accept anonymous individual, or trust donations where there has been a due diligence process, to confirm that we are not potentially compromised. If a supporter makes themselves known to us but wishes their gift to remain anonymous, we will honour these wishes, on the basis that the donation carries no significant reputational risk.

All donations received by the Charity must be passed to the Finance Director, who has the responsibility for evaluating any risk attached to acceptance. Any donation in excess of £100,000 shall be referred to the Finance, Audit and Risk Committee (FARC) and to the Board of Trustees.

Where we consider that to accept a donation would be more detrimental to the Charity achieving its objectives than to reject it, the donation will be refused. In coming to such a decision the Charity will evaluate the risks of acceptance against the benefit. Donations will be refused automatically in these exceptional circumstances:

- It would be unlawful (for example, where the donation results from the proceeds of a crime)
- It would be contrary to our ethics and values leading to a potential loss of volunteers, withdrawal of funding by other funders, or inability to recruit staff.

In situations of complexity we may seek an order authorizing a refusal of a donation from the Charity Commission.

5. Responsible Fundraising

We fundraise to generate funds to benefit our work with children and adults with epilepsy and other complex needs in pursuit of our charitable and strategic objectives. We recognize and respect that when we invest in fundraising activity, we do so with funds donated to us for the support of children and adults in our care. Any investment in fundraising must have the potential to raise additional funds for our beneficiaries. We scrutinize our fundraising costs and strive to be as cost-effective as possible.

6. Gifts for Specific Projects

We encourage all supporters to give financial support as general, unrestricted funds. This allows us the freedom to use funds where and when they are needed most.

Occasionally we will ask our supporters to fund specific projects or areas of work. We will use any donations raised in this way for the particular purpose for which they were provided. Should excess funds for such initiatives be collected, the supporter's agreement will be sought for transferring the gift to other specific projects or our general activities.

7. Ethical Purchasing and Use of Services

When we purchase products and services in our efforts to raise funds, we will do our best to ensure that we source materials, products and agencies' services for the best possible value while protecting our reputation, managing any risks and ultimately aiming to work with organisations that reflect our own values and ethical standards.

We may enter into commercial agreements with third party organisations for the purposes of raising funds, but in order to maintain our independence we do not endorse any third party commercial products or services.

8. Other Resources

Fundraising Regulator Code of Fundraising Practice

Privacy and Electronic Communications (EC Directive) Regulations 2003

The Charities Act 2011

The Data Protection Act 2018

The Charitable Institutions (Fund-Raising) Regulations 1994

9. Feedback

We will acknowledge a complaint about any aspect of our fundraising within five working days and aim to resolve most complaints within ten working days of receipt. If we are unable to do so we will aim to provide a full response within twenty working days. If exceptional circumstances prevail and we are unable to meet this deadline we will keep the complainant fully informed. If we are unable to resolve the issue the complainant may take their complaint to the Fundraising Regulator.

To make a complaint about our fundraising activity, please contact us on the details below:

Email: jill.rankin@stelizabeths.org.uk

Write: Chief Executive Officer
St Elizabeth's Centre
South End
Much Hadham
Hertfordshire
SG10 6EW

Phone: 01279 844202

Contact details for the Fundraising Regulator are:

Email: complaints@fundraisingregulator.org.uk

Phone: 0300 999 3407 (Monday to Friday, 09.30 am – 4.30 pm)

Write: Fundraising Regulator, Eagle House, 167 City Road, London, EC1V 1AW