



## SWINDON CARERS CENTRE Ethical Fundraising Policy [FIN3]

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### **Legal Compliance**

Our fundraising activities will be legal, open, honest and respectful. We will comply with all legal requirements related to fundraising, including but not limited to the following: Data Protection Act 2018, Malicious Communications Act 1988, Communications Act 2003 (s.127), Copyright, Designs & Patents Act 1988, Companies Act 2006, Charities Act 2011, Charitable Institutions (Fund-Raising) Regulations 1994, Charities Act 1992, Equality Act 2010, Privacy and Electronic Communications (EC Directive) Regulations 2003 (as amended), Consumer Protection (Distance Selling) Regulations 2000, Electronic Commerce (EC Directive) Regulations 2002, Provision of Services Regulations 2009, and Gambling Act 2005. We will also comply with best practice in all areas of fundraising as defined by the Fundraising Regulator and the General Data Protection Regulations (GDPR).

All funds raised for Swindon Carers Centre will be used for the particular cause of relieving the needs of adult, parent and young carers, who are, or were, carrying out a caring role and to support and promote self-help by such means as the trustees in their discretion think fit.

### **Individual Donors**

All requests for funds will respect the dignity and privacy of those who may benefit from the donation and the dignity and privacy of potential donors.

If supporters wish to make a donation to a specific area of our work, they may make a restricted donation by providing written instructions to this effect with their donation. We will always respect this.

We will take all reasonable steps to treat donors fairly, enabling them to make informed decisions about any donation. This includes taking into account the needs of potential donors who are in vulnerable circumstances or require additional care and support to make an informed decision.

We will not exploit the credulity, lack of knowledge, apparent need for care and support or vulnerable circumstance of any donor at any point in time. If we know or have reasonable grounds for believing that an individual lacks the capacity to make a decision to donate, a donation will not be taken. Where someone has donated and it is later found that, at the time of donation, they lacked the capacity to make the decision to donate, the donation will be returned. We will not take advantage of mistakes made by donors.

### **Personal Data & Case Studies**

We are registered under, and will comply with, the Data Protection Act 2018 and the General Data Protection Regulation 2018.

All personal data we collect and store will be collected fairly and lawfully. The retention and use of personal data in our research will comply with the GDPR. We will maintain good data hygiene practices

to ensure personal information is accurate, reflects contacts' communication preferences, and is retained only for as long as is necessary.

We will not send marketing communications to individuals unless explicit consent has been obtained.

Any marketing, publicity or fundraising materials (such as a questionnaire or survey) which collect personal data will make clear the purposes for which personal data is to be held, and whether any disclosures to third parties will be made. The data controller will also be identified.

When sending fundraising or marketing communications to donors who have given consent to receive it, we will take all necessary steps to ensure that:

- communications are suitable for those targeted;
- databases are accurate and up-to-date
- anyone who has been notified as deceased is not mailed again

Where information has been gathered and can be identified or attributed to one or more individuals, it must be treated as confidential.

We will comply with the requirements of the Data Protection Act 2018 and the GDPR 2018 and will not disclose information received in circumstances where a legal duty to keep the information confidential arises. We will always obtain permission for case studies, where practical. Where we change elements of case studies or use real examples to inspire a case study, we will make this clear, and ensure we are able to prove that the case study is representative.

We will respect the privacy and contact preferences of all donors. We will respond promptly to requests to cease contacts or complaints and act as best we can to address their causes.

### **Due Diligence & Refusals**

We will act in the best interests of the charity and its beneficiaries when deciding to accept or refuse a particular donation. We will not accept financial support from, or enter into a fundraising partnership with, any third party involved with activities which might damage our reputation. We will not undertake business with companies or individuals who participate in activities which could cause detriment to the charity's reputation; which will disproportionately decrease the amount of donations to further the work of the charity.

We will not accept donations made by donors whose activities appear to be in direct conflict with the best interests of our beneficiaries.

We will not endorse products, services or companies as a condition of receiving funding.

### **Publicity & Communications**

We will ensure that our publicity materials adhere to copyright laws and that permission is obtained from the rights holders for the use of images, logos etc.

We will ensure that our literature includes all legally required information (where applicable) including registered charity number, registered company number and full company name.

We will not imply that money is for a restricted purpose (e.g. Young Carers) when it may be used for different purposes or for general funds.

If we are fundraising in partnership with one or more organisations, we will state how any funds raised will be allocated between the organisations.

We will not exaggerate facts relating to our beneficiaries. We will not produce materials, literature, etc. that misleads, or be clearly likely to mislead, by inaccuracy, ambiguity, exaggeration, omission or otherwise. We will ensure that there is evidence to prove all claims, whether direct or implied, are capable of objective substantiation.

We will comply with the CAP (Committee of Advertising Practice) Code and BCAP (Broadcasting Committee of Advertising Practice) and ensure our advertisements are legal, decent, honest and truthful.

We will not send any communication that is indecent or grossly offensive and that is intended to cause distress or anxiety. We will take care to avoid causing offence on the grounds of any of the protected characteristics.

We will not denigrate other individuals or organisations. We will not encourage existing donors in any way to change an existing charitable donation to another fundraising organisation.

We will ensure we are able to justify the frequency of contact with supporters (where they have consented) and potential supporters, communicating without overwhelming or bombarding recipients. We will respect the requests of supporters and potential supporters regarding the frequency of contact and make it easy for them to communicate these requests.

### **Reporting on Donations**

Our accounting and accountability will comply with the highest legal, accounting and ethical standards and be fully transparent. We will regularly report on our financial activities, quarterly to the Board of Trustees and annually to the Charity Commission. We will make clear the percentage of income spent on raising funds and the percentage of income spent on administration.

### **Review Statement**

This policy has been prepared considering prevailing legislation and recognised good practice. New legislation requirements or changes in current legislation may necessitate the review of this policy document. The company will continue to review and amend all/part of this policy on a regular basis. It is the employee's responsibility to ensure that the copy of the policy being referred to is the most up-to-date version.

### **Further Information**

If you would like further information on any aspect of this, or any other HR policy, please contact your line manager.