

FP06: Fundraising Policy

Audience: All staff, volunteers, and trustees with fundraising responsibility

Owner: Charity Development & Fundraising Manager

Date Adopted: 1<sup>st</sup> September 2020

Date of next review: 31<sup>st</sup> August 2023



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### Related Policies:

- OPO3: Board of Trustees Roles & Responsibilities
- OPO6: Complaints and Comments
- OP13: Confidentiality, Data Protection, and Sharing Information
- FP02: Strategic Risk Management
- FP03: Financial Controls
- FP07: Fundraising Handbook

### Policy Statement

Cyfannol Women's Aid has an ambitious strategy to effect real change to the lives of women and children who have experienced Violence against Women, Domestic Abuse and Sexual Violence, within Gwent. To deliver this strategy, the Charity needs to fundraise by seeking opportunities to work together with external organisations and individuals to achieve shared objectives.

Alongside the legislative and regulatory guidelines of, amongst others, the Charity Commission, HMRC, and the Fundraising Regulator, Cyfannol Women's Aid's approach to responsible and ethical fundraising is driven by the following six key principles:

- Our fundraising respects and protects our independence, impartiality, and our mission,
- We fundraise with integrity.
- We work in partnership with those who support us.
- We value and respect our supporters.
- We fundraise with courage.
- We are transparent and accountable in our fundraising and use of funds.

Cyfannol Women's Aid does not fundraise for the sake of fundraise but does so to generate funds for specific services. The Charity recognises and respects that when it fundraises it does so with funds donated to protect those who have experienced domestic abuse and sexual violence. Any investment in fundraising must have the potential to raise additional funds for domestic abuse and sexual violence services, and that the Charity will communicate costs for fundraising and strive to be as cost-effective as possible.

Cyfannol Women's Aid will encourage those who support the charity to give financial support as unrestricted funds, enabling the charity to use the funds where it is needed most. When a financial gift is designated for a specific purpose, the Charity will ensure that it will be used for the intended purpose, and the supporter's agreement will be sought for transferring the gift to other specific projects or general activities.

### *Acceptance of Donation*

Donations are accepted on a good faith basis, with the presumption that the donation is acceptable, unless there is evidence to the contrary. Cyfannol Women's Aid will carry out appropriate risk based due diligence to mitigate the risk to an acceptable degree. In deciding to accept, or reject, a donation the charity will balance the impact the funding will have on the people accessing it's services, against the

potential risks to the charity which can include reputational damage, loss of public trust, and/or breaking the law.

### *Refusal of donations*

Cyfannol Women's Aid will not accept a donation where there are reasonable grounds to believe;

- The individual or organisation holds views, or is involved in activities, incompatible with the charity's values.
- The donation may be an attempted scam, or to launder money, or to evade tax, or is in some other way illegal.
- Where there is reason to believe that a supporter may be experiencing vulnerable circumstances and that accepting the donation would be ethically wrong and/or harmful to the supporter.
- There may be a private benefit linked to the donation, such as an obligation to purchase goods or services from a specified company.
- Conditions attached to the donation are so inflexible that they undermine the charity's independence, or are so onerous as to compromise its effectiveness, or restrict who may benefit to the extent of undermining our public benefit obligation.
- The cost of accepting the donation would exceed its value.

### *Fundraising and Vulnerability*

In ensuring that all our supporters are treated with respect, honesty, and openness, it is recognised that some may be experiencing a vulnerability, which includes trauma, and that they should be supported, and their generosity not be exploited. Cyfannol Women's Aid will do everything that it can to assist supporters to make informed decisions about the support they choose to give the charity.

In doing so, the charity will fully comply with the Fundraising Regulator's Code of Fundraising Practice. It will ensure that all staff, volunteers, and third parties that fundraise on the behalf of Cyfannol Women's Aid have the training and support to:

- Adhere to the Code of Fundraising Practice
- Understanding and abide by all fundraising policy and procedure
- Be responsible for safeguarding supporters and following Cyfannol Women's Aid's safeguarding procedures when they are concerned about a supporter's well-being.

Cyfannol Women's Aid will enable supporters, or those with the legal authority to act on their behalf, to declare a vulnerability, including retrospectively. It will ensure that no contact is made with the aim of asking for an increase in their giving where a supporter, or those legally able to act on their behalf, has made a declaration of vulnerability.

Regardless of whether a declaration of vulnerability has been made or not, Cyfannol Women's Aid does not accept donations where it has reason to believe that a supporter may be experiencing vulnerable circumstances and that accepting the donation would be ethically wrong and/or harmful to the supporter. Should a situation arise where Cyfannol Women's Aid becomes aware that it has unknowingly accepted donations from an individual during a time that she or he was experiencing vulnerable circumstances, it will endeavour to return all donations accepted during this period.

### *Fundraising Complaints*

Cyfannol Women's Aid will respond to all complaints from supporters and members of the public in a timely, respectful, open, and honest way in line with the Charity's Complaints and Comments policy. All complainants will be explained their right to escalate their complaint to the Fundraising Regulator if they are unhappy with the way their complaint has been handled.