

YOUNG IDENTITY

Ethical Fundraising Policy

1. Policy Statement.....	1
2. Charity Commission Fundraising Regulations - Trustees.....	1
3. Key Behaviours Expected.....	2
3.1. Fundraising Openly.....	2
3.2. Fundraising Honestly.....	2
3.3. Fundraising Respectfully.....	2
3.4. Fundraising Legally.....	2
4. Charity Supporters And Donors.....	3
5. Charity Supporters And Donors.....	3
6. Protecting Vulnerable Donors.....	3
7. Protecting And Respecting Charity Participants.....	4
8. Fundraising Due Diligence.....	4
8.2. Refusals & Acceptance of Donations Policy.....	4
9. Restricted Donations.....	4
10. Declaration.....	4



This policy and contained procedures apply to all staff, including senior managers, the board of trustees, paid staff, whether permanent, agency, freelance, student or otherwise, volunteers and anyone deemed to be working for and on behalf of YOUNG IDENTITY.

1. **Policy Statement**

- 1.1. Ethical Fundraising Policy exists to protect donors and beneficiaries by ensuring that our fundraising complies with Charity Commission and other regulator guidance and ethics requirements. This Ethical Fundraising Policy sets out how YOUNG IDENTITY manage the ethical issues and social responsibility within fundraising.
- 1.2. YOUNG IDENTITY believes that staff, freelancers and volunteers who are involved in fundraising have a responsibility to be aware of and comply with the ethical issues and procedures in this policy. Specifically, aiming at all times to be open, honest, and fair and to operate in a legal way that meets not only the law, but also fundraising regulations and best practices, including the Code of Fundraising Practice.

1.2.1. Full Definitions: <https://www.fundraisingregulator.org.uk/code>

2. **Charity Commission Fundraising Regulations - Trustees**

- 2.1. YOUNG IDENTITY trustees are aware of and will comply with Charity Commission Guidance (CC3a) regarding trustees' responsibilities, particularly in relation to always acting in the charity's best interests and managing any conflicts of interest.
- 2.2. YOUNG IDENTITY trustees will always be honest about what can be achieved when asking for funds, submit realistic budgets, and use the funds for the purpose intended, ensuring that any reports required are provided.
- 2.3. YOUNG IDENTITY will ensure that all trustees are aware of and consistently complies with the regulatory guidance on fundraising behaviours and respond promptly and effectively to any fundraising complaints.
- 2.4. The trustees are also made aware of and follow the 6 principles in Charity Commission (CC20). Charity Commission (CC20) explains what trustees need to do to comply with the law relating to the management and control of their fundraising. The guide sets out 6 principles the trustees should follow to achieve this. The 6 principles are as follows:
 - plan effectively
 - supervise your fundraisers
 - protect your charity's reputation, money and other assets
 - follow fundraising laws and regulation
 - follow recognised standards for fundraising
 - be open and accountable

2.4.1. Full Definitions: Charity Commission (CC20) <https://www.gov.uk/government/publications/charities-and-fundraising-cc20>
Charity Commission Guidance (CC3a) <https://www.gov.uk/guidance/charity-trustee-whats-involved>

Additional Resources: [Complaints handling guidance for charities and third-party fundraising organisations](#)



3. **Key Behaviours Expected**

YOUNG IDENTITY will ensure that all staff, freelancers and volunteers are aware of and consistently comply with the regulatory guidance on fundraising behaviours.

The key values of the code's fundraising standards and how to demonstrate these in fundraising:

3.1. **Fundraising openly;** being clear with the public about processes where appropriate:

- a) Taking all reasonable steps to help donors make an informed decision about donating.
- b) Ensuring that donors are open about their relationship with the charity. For example, paid professional fundraiser raising funds on behalf of a charity, should not claim to be a volunteer.
- c) If using online fundraising platforms supporting a fundraiser to procure donations from the public, that charge fees for hosting a fundraising campaign, we will ensure that it is clear to donors before they are asked to donate.

3.1.1. Additional Resources:

Code of Fundraising Practice (Section 7.4) [Solicitation \(disclosure\) statements for paid third-party fundraisers and commercial participators](#)

Code of Fundraising Practice (Section 10.2) [Online Fundraising Platforms](#)

Advertising Standards Authority: www.asa.org.uk

3.2. **Fundraising honestly;** acting with integrity and not misleading the public about the cause or the way a donation will be used:

- a) Ensuring that any fundraising materials used must not be misleading, or likely to mislead; either by leaving out information or by being inaccurate or ambiguous. (Fundraising materials include any item used to promote an appeal, such as letters, website content, emails and TV advertisements. Where applicable, YOUNG IDENTITY will also follow any rules set by the Committees of Advertising Practice and administered and enforced by the Advertising Standards Authority)

3.2.1. Referenced: Advertising Standards Authority www.asa.org.uk

3.3. **Fundraising respectfully;** demonstrating respect whenever in contact with members of the public:

- a) Not making a donor feel unduly pressured to give to your charity or cause.
- b) Respecting a member of the public's wish to not receive fundraising communication and materials.
- c) Not exploiting the trust or lack of knowledge or awareness of any donor in vulnerable circumstances.

3.4. **Fundraising legally;** Committing that all fundraising must meet the requirements of the law.

- a) Protecting donor details. And will do so in line with data protection regulations and in a way that keeps their details secure.

3.4.1. Referenced: GDPR Briefing [Fundraising \(2\)](#)



4. Charity Supporters And Donors

- 4.1. Supporters have a right to expect YOUNG IDENTITY to provide clear, truthful information on our work, including reporting on funding given is spent as well as managing donors' information responsibly.
- 4.2. YOUNG IDENTITY will comply with the guidance issued by the Charity Regulators and UK law, including in respect of openness and honesty with our supporters and members of the public.
- 4.3. YOUNG IDENTITY will respect the privacy and contact preferences of our donors and will respond promptly to requests to cease contacts or complaints and act to address their causes.

5. Charity Supporters And Donors

- 5.1. YOUNG IDENTITYsSupporters have a right to expect us to provide clear, truthful information on our work, including reporting on how we spend the funding we are given and managing donors' information responsibly.
- 5.2. YOUNG IDENTITY staff, freelancers and volunteers will comply with the guidance issued by the Charity Regulators and UK law, including in respect of openness and honesty stated above, with supporters and members of the public.
- 5.3. YOUNG IDENTITY staff, freelancers and volunteers will respect the privacy and contact preferences of its donors. We will respond promptly to requests to cease contacts or complaints and act to address their causes.

6. Protecting Vulnerable Donors

- 6.1. YOUNG IDENTITY Staff, freelancers and volunteers when communicating with potential or existing donors we will be mindful of indicators that may suggest an individual may be vulnerable, using REAL:
 - **Retain** - and repeat the information you have given.
 - Do you have to repeat what you have said over and over again?
 - **Explain** - and able to properly explain or communicate the decision they have made?
 - Are they joining in the discussion or just agreeing with what you are saying?
 - Are they asking questions that aren't related to what you are saying?
 - **Able** - to understand what they are being told?
 - **Listen** – able to listen, follow and understand the discussion taking place, or are they just repeating what you say?
- 6.2. If an individual shows signs of possible vulnerability, we will:
 - Consider communication preferences



- Not make assumptions
- Ask what they need and how you can help them better.
- Empathise and sympathise
- Try asking questions in a different way.
- Summarise anything that has been decided or agreed in plain English.

7. Protecting And Respecting Charity Participants

YOUNG IDENTITY will only use personal information that they have given consent for and for the purposes they have agreed to and will not disclose anything that might put them at risk, particularly children and vulnerable people.

8. Fundraising Due Diligence

8.1. YOUNG IDENTITY will undertake reasonable due diligence of donors, to ensure that donors don't hold views or are involved in activities that might be incompatible with our role and damage our reputation. In terms of donations, we will ensure that any gift is safe to accept and, doing so, would be in the best interests of the charity. We will also consider issues, such as suspicious donations, or managing large anonymous gifts, or those from vulnerable individuals.

8.2. Refusals & Acceptance of Donations Policy

We abide by the law which requires us, in deciding whether to accept or refuse a donation, to consider which action is in the charity's best overall interest.

We will ensure that any commercial agreement represents a fair deal for the charity and.

- Clearly establishes what we expect to gain from it, prior to entering into an agreement.
- Take appropriate steps to identify and manage any risks.
- Ensure from the outset that the expectations of both the charity and the company have been agreed
- Can be managed effectively and appropriately.

We will disclose any commercial partnerships in our Annual Report.

9. Restricted Donations

If supporters wish their donation(s) to be used in a specific way, or for a specific purpose, they may make a restricted donation by providing written instructions with their donation. We will always respect this.



10. Declaration

To be signed by all WORDSMITH AWARDS / YOUNG IDENTITY Trustees:

On behalf of WORDSMITH AWARDS / YOUNG IDENTITY I/we, the undersigned, will oversee the implementation of the Ethical Fundraising Policy and take all necessary steps to ensure it is adhered to.

Full Name (PRINT):

Signed:

Date:

Frequency of Review:	Annually
Last Visited:	Sep 2023
Last Reviewed:	01/09/22
Board Approval:	27/04/23
Next Review:	01/09/23