



SP-UK

SUICIDE PREVENTION UK

Suicide Prevention UK

Ethical Fundraising Policy

2024

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Introduction

This policy recognises our legal requirements as a charity to maximise our income in line with our mission.

Suicide Prevention UK (SPUK) acknowledges that the generosity of our financial supporters enables us to carry out our charitable activities.

As a reputable charity, we are committed to abiding by the law and the Code of Fundraising Practice at all times.

Fundraising Compliance

Trustee Responsibilities

The Trustees take ultimate responsibility for sponsorship and fundraising compliance.

They delegate operational management of fundraising to the founder and manager.

SPUK will ensure that our Trustees and management:

- Are familiar with and follow the legal guidance on fundraising found here:
 - <https://www.gov.uk/government/publications/charities-and-fundraising-cc20/charities-and-fundraising>; and
 - <https://www.gov.uk/government/publications/the-essential-trustee-what-you-need-to-know-cc3/the-essential-trustee-what-you-need-to-know-what-you-need-to-do>
- Follow the six principles:
 - Planning effectively - set out, agree and monitor our approach to fundraising.
 - Supervise fundraisers - establish a system to oversee fundraising methods and fundraising carried out on behalf of the charity.
 - Protect the charity - make sure there is strong management of our assets and resources.
 - Comply with the fundraising laws and regulations - in particular in areas such as data protection and licensing laws.
 - Follow recognised fundraising standards - the code of fundraising practice outlines the legal rules.
 - Be open and accountable - making sure our charity is well run and complies with the statutory accounting and reporting requirements.

Staff Responsibilities

All staff, including employees and volunteers, at SPUK are responsible for implementing this policy and adhering to the related procedures.

They should make themselves familiar with this policy as well as the Code of Fundraising Practice and the Institute of Fundraising (IoF) Treating Donors Fairly guidance.

Procedures and Guidance

General Fundraising Behaviour

- Fundraising must be legal and must be open, honest, and respectful.
- Fundraisers must be polite to people at all times.
- Fundraisers and SPUK as an organisation must not unfairly criticise or insult other people or organisations.
- Fundraisers and SPUK as an organisation must not encourage a donor to cancel or change an existing donation in favour of a donation to another charitable institution.
- Fundraisers must not fundraise in a way which is an unreasonable intrusion on a person's privacy, is unreasonably persistent or places undue pressure on a person to donate or continue to ask a person for support if that person indicates – by word or gesture – that they do not want to continue to speak to you. You must end the conversation politely.
- Fundraising initiatives must not be misleading, make unsubstantiated claims, take advantage of errors made by donors, or offer financial advice.
- Fundraisers must treat everyone fairly and legally and not discriminate; however, potential donors must be given adequate information to enable them to make an informed decision as to whether they can afford to donate, and fundraisers must consider the needs of vulnerable people.
- Fundraisers must not take a donation if they know, or have good reason to believe, that a person lacks the capacity to decide to donate or is in vulnerable circumstances which mean they may not be able to make an informed decision. Among other things, they should consider:
 - any physical or mental-health condition the person may have
 - any disability the person may have
 - any learning difficulties the person may have

- whether the person is facing times of stress or anxiety (for example, following the death of a loved one or redundancy)
 - whether a donation is likely to affect the person's ability to sufficiently care for themselves or leave them in financial hardship
 - how well the person can communicate and understand what they are being told
 - whether the person is under the influence of alcohol or drugs; and
 - the person's age.
- If a donor donates when they do not have the capacity to make an informed decision, SPUK must return the money to them.
 - Fundraisers must take all reasonable steps to avoid asking for regular donations (for example, by direct debit) from anyone aged under 18. Young people aged between 16 and 18 can take part in charity lotteries, but if we receive money for a lottery from a child or young person aged under 16, we must return the money.

Data Protection and Legal Requirements

Fundraisers will ensure they comply, in all of their fundraising activities, with the law as it applies to charities and fundraising. This includes the General Data Protection Regulation, see our Data Protection (GDPR) Policy.

All funds raised will be used for the purpose for which they were raised, and within a reasonable timeframe. We recognise that donors have the right to obtain complete and timely information on how their funds are used and will provide this if requested.

Accurate records of all donations, grant applications and funding bids must be collected and securely stored by the managers and Chair and Founder.

Personal information provided to SPUK will be kept confidential and will not be sold, rented, or given to any third parties without consent.

Fundraisers must not exploit their position for personal gain, they shall accept compensation by salary or set fee only.

Funds will not be accepted from organisations or individuals where the Chair and Founder or Board of Trustees considers there is reasonable evidence to suggest that association with the organisation or individual may lead to disrepute.

Additionally, SPUK will not work with organisations or individuals who participate in activities which:

- Could cause detriment to the charity's reputation.

- Will disproportionately decrease the amount of donations to further the work of the charity.
- Undermine our vision and values.
- Are associated with unsuitable products, corporate or individual e.g., arms dealings or tobacco.
- Are from individuals, groups or organisations which are known to take advantage of older or vulnerable people.
- Are personal gifts to SPUK staff members, which should be discouraged at all times.
- Are from unknown sources of funding. Spb will take reasonable steps to determine the ultimate source of funding for each gift and satisfy itself that the funds do not derive, directly or indirectly, from activity that was or is illegal.
- Potentially harm our relationships with other donors, service users, stakeholders, or volunteers.
- Expose us to undue adverse publicity or reputational risk.
- Require unacceptable expenditure or additional charity resources.

If a donation is received which may not be acceptable under the terms of this policy the manager will alert the Chair and Founder and Trustees at the earliest opportunity. This will be researched further, and where appropriate, the donation will be returned with a letter outlining the reason for the decision.

All anonymous donations of £25,000 or more will be reported to The Charity Commission as a serious incident (in line with current Charity Commission guidelines).

Fundraising Activities

Before any fundraising activity can be initiated approval must be sought from the SPUK Trustees. It is the responsibility of the Trustees to ensure that all fundraising complies with the required licensing arrangements.

All fundraising publicity must state quite clearly how the fundraising will benefit SPUK and where further information of SPUK fundraising policy can be located.

The Trustees are responsible to ensure that the soliciting of funds from individuals, foundations, businesses, corporations, and organisations are not excessive.

Sponsorship

Where organisations significantly benefit from a donation it is deemed sponsorship and will be subject to VAT. SPUK will therefore ensure that any agreement allows VAT to be charged in addition to the agreed payment.

Before sponsorship can be secured, the following steps must be undertaken:

- The potential sponsor must be approached and researched to ensure the best fit in line with our values, ethos, and charitable objectives.
- Extra benefits to be offered by a sponsor must be valued to ensure proposals are fair and reasonable priced.
- All permitted crediting and branding must be agreed upon by the SPUK Trustees.
- All sponsorship must be the subject of a formal written agreement.
- Sponsorships should be reviewed at least annually to consider whether the partnership represents the best value for SPUK.

Cash Handling

SPUK will adhere to the following good practice when handling cash donations resulting from face-to-face activities:

- Cash must be collected, counted, and recorded by two unrelated individuals and counted in a secure environment, wherever possible. (Collection boxes must only be examined and opened by two unrelated individuals).
- Unsecured cash must never be left unattended.
- Cash must be banked as soon as is practicable.
- Cash not banked immediately must be placed in a safe or other secure location by the managers or Chair and Founder and the Trustees must be notified.
- At the earliest possible date, reconciliation must be made between cash banked and income summaries. Where practical, this must be undertaken by a person independent of the counting of the money.

Reporting Donations

It shall be the responsibility of the Chair and Founder, with the support of the Trustees, to compile official reports on donations and sponsorships if requested by regulators or individual donors.

Complaints

Any donor or potential donor who wishes to complain about our sponsorship and/or fundraising activities may do so via our Complaints Policy, which is available on request.

Policy Date: July 2022

Review Date: June 2024

Next Review: June 2025

Dated and Signed by the Chair and Founder of Suicide Prevention UK:
