



## **Ethical Fundraising Policy**

Approved by Board December 2021

For review December 2022

### **Introduction**

For The Aloud Charity to deliver its mission, aims and objectives, there is an on-going need to secure the support necessary both to underpin core activity, and for additional projects. We will be looking to develop a broad range of income sources over the coming years. This will include earned income, corporate donations and sponsorship, grants from trusts and foundations, partnerships, public funding, fundraising events and individual donations. As well as generating cash donations, our fundraising activity will also seek to develop other means of support, such as in-kind gifts and stronger partnerships.

The Board of The Aloud Charity is committed to ensuring that all fundraising activities and initiatives are carried out in an ethical manner. This policy describes the charity's approach to fundraising and provides guidance on best practice. It applies to all engaged with fundraising and development for The Aloud Charity, from trustees and employees to freelance team members and volunteers.

This policy focuses on our aim to be a responsible and ethical organisation, communicating in a way that is honest, decent and truthful, and mindful of our responsibilities to our community, the arts and the environment.

### **Policy**

1. The Aloud Charity seeks, as far as is practical and within the constraints of UK law, to:
  - Develop initiatives that do not compromise our independent status.
  - Establish the principles of our activities first, based on the needs of our beneficiaries and independently of any funding opportunities.
  - Ensure that the activities of organisations and individuals we work with are consistent with the charity's mission, vision, and values.
2. The Aloud Charity will not accept any funding from companies directly involved in activities that run contrary to our overall charitable mission, values aims and objectives.
3. We will not solicit or accept gifts from individuals, governments or organisations that might use their funding relationship with The Aloud Charity to deflect criticism from their own involvement in related issues, or with whom association would significantly risk our reputation.
4. The Aloud Charity has been – and is likely to continue to be - in receipt of funding from statutory bodies. We recognise that in accepting funding from statutory bodies we must consider the policy implications and obligations that might be tied to it and ensure that these do not contravene our own aims and objectives.
5. We seek to raise funds from a broad range of charitable Trusts and Foundations, but we recognise that the fact of registration with the Charity Commission does not necessarily mean that they are ethical givers. We would therefore not accept money from any charitable Trust if it

was a requirement of grant receipt to advertise or be associated with any company or organisation whose activities run contrary to our aims.

- 5.1 If a Trust or Foundation we are currently supported by experiences or is subject to negative press or PR which could damage our reputation by association, and directly links the organisation to our grant, The Aloud Charity may choose to terminate the relationship or contract prematurely. Any associated funds previously given by the Trust may be returned if deemed necessary.
  - 5.2 If a Trust or Foundation is deemed to have a significant negative impact on the environment, through its activity or the source of its income to donate, we may choose to opt out of applying for funding or terminate an existing relationship with the organisation.
  - 5.3 Repeated donations or multi-year partnerships will be reviewed to include any significant areas of concern that may have arisen since the previous assessment and decision was carried out.
6. We will consider carefully any obligations that are included within a funding gift – in the case of individuals or companies this could include publicity or naming rights to some part of the programme. 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 might give rise to notable risk.
- 6.1 If we turn down a gift or offer of support, we will explain why. We can only accept donations that are lawfully made.
  - 6.2 Where we know or have good reason to believe that a supporter lacks capacity to make a decision to donate or is in a vulnerable circumstance, which means that they may not be able to make an informed decision, we will not accept the donation.
7. We will not accept anonymous corporate donations. We may accept anonymous individual donations where there has been a rigorous third-party due diligence process, to confirm that The Aloud Charity is not potentially compromised. If a supporter makes themselves known to The Aloud Charity but wishes their gift to remain anonymous, we will honour these wishes, on the basis that the donation carries no significant reputational risk.
8. We will maintain accountability and open and honest relationships with all our partners, by regularly monitoring and evaluating our work.

This statement of policy is meant as a working guide for Aloud. Any final decisions will be governed by the Board of Trustees. It is the duty of the Board to advise of any potential conflicts of interest with regards to funding or partnerships, and for the Board to act in the best interests of The Aloud Charity at all times.