



Fund Raising and Donations Policy

Ref.	Policy Name	Lead	Date Approved	Freq. yrs	Next Review
8	Fundraising and Donations Policy	CG	27/01/2021	3	Jan-24

Introduction

This policy has been prepared having regard to the Charity Commission Guidance on Charity fundraising : a Guide to Trustee Duties” which can be found [here](#).

Planning

The Cheryl King Trust (CKT) shall maintain a fundraising strategy and plan approved by the board.

CKT’s financial plan shall include realistic and achievable fundraising revenue and cost targets consistent with CKT’s plans for spending on grants, inspirational performances, and other activities.

Individual plans and budgets shall be prepared for any new or significant fundraising activities that involve material cost or risk.

The Board shall periodically monitor progress against the plan and assumptions and manage any key risks with achieving fund raising targets and plans.

Compliance

CKT shall comply with any of the following applicable to its fundraising activities:

- Laws and regulations including but not limited to
 - Data protection and privacy (see privacy policy)
 - Money laundering and proceeds of crime (see donations below)
 - Keeping separate records of fundraising costs and expenses
 - Displaying charity status on fund raising documents and web sites
 - Collecting cash in the street and public spaces
 - Lotteries and raffles
 - Fund raising involving children
 - Event fund raising
- recognised standards set out in The Fundraising Regulator’s Code of Fundraising practice at <https://www.fundraisingregulator.org.uk/code> including but not limited to
 - Processing unsubscribe requests in a timely way
 - Cold calling
 - Training face to face fund raisers
 - Making a record of the issue and return of charity collection materials
 - Securing cash donations and banking them as soon as possible
 - Including opt out information on fund raising communications
 - Conducting due diligence on fundraising partnerships with a business

- Ensuring third party fund raisers compliance with the code

Any regulatory compliance or other reputational risks arising from CKTs specific planned fund raising activities shall be identified, assessed and managed.

Volunteers and trustees shall receive appropriate guidance and training.

Professional fund raisers shall not be used without prior board approval.

Reputation

CKT shall carry out fund raising activities in such a way that protects and safeguards CKTs reputation, identifying and managing any potential reputational risks.

In particular CKT shall:

- be clear what funds raised will be used for;
- clarify and comply with any specific restrictions on the use of funds raised;
- be aware of and provide guidance to any organisation that is fund raising on CKTs behalf to ensure such fund raising is done legally and in a way that protects CKTs reputation;
- protecting CKT's data, name, image, logo, and intellectual property used in fund raising.

Keeping Funds Safe

CKT shall have effective controls and safeguards in place for

- secure collection, counting and banking of cash;
- ensuring that CKT receives all sums to which it is entitled from organisations raising money for the charity (eg give a gig).

Complaints and Breaches

Any concerns with fund raising from inside or outside CKT shall be reported to the Chair who shall address the complaint and respond to the complainant in a timely way and share the complaint with the Board.

Any serious breach of fund raising rules shall be reported to the Charity Commission.

Gift Aid

CKT shall seek to make maximum appropriate use of gift aid on donations.

Arrangements with sponsors or partners for fund raising

- Shall be made after appropriate due diligence and mutual communication of values and expectations and reasonable and not excessive reward relative to sums raised.
- be documented by a written agreement which includes inter alia an ability to stop use of CKTs name and protection of CKTs name, data, image logo and other intellectual property and the use of agreed public communication.

Questionable Donations and Sponsorships

It will usually be in the best interests of CKTs beneficiaries for CKT to accept all donations, gifts and sponsorship. It would only be appropriate to decline where:

- its potentially unlawful to accept (e.g. if there are grounds for believing it might be laundered money or the proceeds of crime).
- where accepting is likely to be more detrimental to CKT achieving its purposes than rejecting it or,

- where acceptance is likely to lead to a loss of reputation or donations from other funders or loss of volunteers and the downside could be at least as big as the upside of accepting the donation.
- where the public reputation or behaviour of the donor clearly conflicts with CKTs values or the donor engages in activities detrimental to the health or well-being of young people.

All donations of more than £100 or offer of sponsorship should be reviewed by the Chair. If the Chair or any other trustee considers that any of the above conditions for declining may exist, they shall refer the donation with a recommendation to the board for a properly documented decision whether or not to accept.

Target Conditional Fund Raising

Any fundraising programme whose success is contingent on achieving a target level of donations (e.g. crowd funding) must be specific as to the alternative use to which funds may be deployed assuming the target is not met. If no alternative is specified, the funds should be returned to donors if the target is not achieved.

End.