



## HOPE Charity – Fundraising Policy

Date: 08 June 2025

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Version: 2.0 (Updated for Nov 2025 Code of Fundraising Practice)

### 1. Purpose

This policy outlines HOPE Charity's approach to fundraising and income generation. It ensures all fundraising activities are carried out legally, ethically, and in line with our values - placing the wellbeing of children, young people, and families at the center of everything we do.

### 2. Principles

- Honest, transparent, and respectful fundraising
- Protecting the dignity, privacy, and rights of donors and supporters
- Complying with all legal and regulatory requirements
- Avoiding fundraising methods that pressure or mislead
- Ensuring that all funds raised are used responsibly for charitable purposes
- Using reasonable, proportionate, and responsible judgement in all fundraising decisions
- Creating a safe and supportive environment for all staff, volunteers, and third-party fundraisers involved in income generation

### 3. Methods of Fundraising

We may raise funds through:

- Community events and sponsored activities
- Grants from trusts, foundations, and funding bodies
- Donations from individuals and corporate supporters
- Social media and online fundraising platforms
- Product sales or services aligned with our charitable aims

All methods must be approved by senior staff or trustees before launching publicly.

All new fundraising methods or campaigns will be assessed for transparency, accessibility, and risk before launching.

### 4. Responsibility for Fundraising

- The Funding Coordinator oversees fundraising strategy and planning
- Trustees approve major funding applications and income targets

- All staff and volunteers involved in fundraising are expected to follow this policy and represent HOPE Charity with integrity

## 5. Donor Care and Communications

- Acknowledge donations promptly and thank supporters
- Respect donor preferences regarding how and when they are contacted
- Never share or sell donor data to third parties
- Provide clear information about how donations are used

## 6. Ethical Guidelines

HOPE Charity will not accept donations from individuals or organisations whose values or practices are in direct conflict with our mission - for example, those connected to:

- Tobacco, alcohol or gambling industries (without express board approval)
- Companies or individuals known to exploit or harm vulnerable people
- Political groups, unless fundraising is issue-neutral and community-based

## 7. Use of Funds

- In accordance with donor restrictions (if applicable)
- To deliver and grow services for the benefit of young people and families
- In line with our annual budget, as agreed by trustees

## 8. Regulation and Compliance

We comply with:

- The Fundraising Regulator's Code of Fundraising Practice
- The Charities Act 2011
- UK GDPR and data protection law
- Our own internal safeguarding and financial policies

From November 2025, we are committed to following the revised Code of Fundraising Practice and embedding its principles into our decision-making and training.

## 9. Monitoring and Review

All fundraising activity is reviewed quarterly by the Funding Coordinator and reported to the board of trustees. This policy will be reviewed annually.

## 10. Risk Management and Reputational Safeguards

HOPE Charity conducts due diligence on major donors and partners to assess reputational and ethical alignment. Any concerns are escalated to the board of trustees before acceptance.

Where a fundraising activity may pose a risk (e.g. a public event or online campaign), a simple risk assessment will be carried out, and mitigation plans will be put in place.

All significant fundraising decisions (including major partnerships or new public-facing campaigns) will be documented, with rationale and sign-off by the Funding Coordinator and/or trustees.

## 11. Transparency and Accountability

We will publish a summary of annual fundraising activities in our annual report, highlighting income sources, significant partnerships, and impact achieved.

We welcome questions or feedback from the public and will respond to all fundraising complaints promptly and respectfully.

## **12. Working with Fundraising Partners**

- We ensure written agreements are in place outlining responsibilities, standards, and data protection requirements.
- We only work with partners who share our values and commitment to ethical fundraising.
- HOPE Charity remains responsible for ensuring all activities meet legal and regulatory standards.

## **13. Safeguarding During Fundraising Activities**

- All public fundraising involving children, young people, or vulnerable adults will include appropriate safeguarding measures and supervision.
- Staff and volunteers representing HOPE at fundraising events must read the Safeguarding Policy and know how to respond to concerns.