



Fundraising Policy

Date of Review: November 2022

Date of next Review: November 2024

Policy created in compliance with The Charities Commission and The Fundraising Regulator.
Updates from these organisations will be incorporated with immediate effect.

Signed: _____

1. Introduction

Fundraising is a core function within a charity and essential for additional income generation. Our fundraising promise to the general public and our existing supporters is that our fundraising, in all its forms, is legal, open, honest and respectful.

We will be honest about how donations are used to fulfil our mission; about the methods we use to raise funds and who we work with. We will be respectful to the wishes, preferences, personal information and circumstances of the people we interact with and we will take all steps necessary to comply with the law and fundraising code of practice standards.

Aim

This policy aims to provide guidance and clarity to internal and external fundraisers for all activities with the purpose of raising funds for the charity whilst ensuring the charities continued compliance with The Charities Commission and The Fundraising Regulator.

Fundraising Compliance

Accuro Trustees take ultimate responsibility for fundraising compliance. They delegate operational management to the Fundraising Manager and Senior Management Team.

Excluded Fundraising Activities

Legacies, Grant and Trust fundraising are not included within this policy.

Procedures

Staff with responsibility for fundraising at Accuro are responsible for implementing this policy and adhering to the related procedures. They should make themselves familiar with this policy and the fundraising Code of Practice.

Roles with responsibility for fundraising are:

Fundraising Manager

Communications and Digital Fundraising Officer

Community Fundraiser

Operations Manager

Finance Officer

Other roles who will from time to time be involved in fundraising activity.

The existing charity insurance arrangement covers low risk fundraising activities. Approval must be sought from the Senior Management Team for an event not covered by existing insurance and its own insurance cover arranged.

Vulnerable people

When responding to a supporter or member of the public in vulnerable circumstances, staff must take all necessary steps to understand if the supporter is able to make an informed decision about donating to Accuro and respond appropriately. If a supporter is deemed unable to make an informed decision the member of staff must not accept the donation.

Two members of staff must be present when receiving a donation from a vulnerable donor for example, where illness or conditions can affect their judgement.

Donations or Gifts

Accuro will not refuse or return donations except in exceptional circumstances. Accuro will carry out due diligence appropriate to the size and nature of the donation, on both the financial and reputational dealings of possible partners before accepting donations.

Accuro will not work with individuals or companies who participate in activities which:

- Could cause detriment to the charity's deputation
- Will disproportionately decrease the amount of donations to further the work of the charity
- Undermine the charity vision and values
- Are associated with unsuitable products
- Are from individuals, groups or organisations known to take advantage of people with a disability or vulnerable people.
- Are from unknown sources of funding
- Require unacceptable expenditure or additional charity resources

If the charity decides to refuse a donation a record of the decision will be kept and the reasons for it.

The charity must give a refund if a donor correctly exercises their right to one.

If a supporter wishes to donate to a specific area of Accuro's work by providing written instruction to this effect, Accuro will always respect this. If Accuro is unable to accept the request for the specified donation and the supporter does not want the donation to be used in any other way, Accuro will refund the donation.

If a supporter wishes to donate to a specific area of Accuro's work and has sought assistance from Head Office, Accuro reserves the right to allocate 15% of net funds to Accuro's General Fund to cover the cost of this work.

If a donation is received which may not be acceptable under the terms of this policy the Fundraising Manager will alert the Operations Manager and Finance Officer at the earliest

opportunity. Further research will be undertaken, and the matter referred to the Board with all the necessary information regarding the donation.

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. Accuro will also use its own judgement for incidents below £25,000 considering all the relevant factors.

Donation or Gift Processing

Donations must be passed to the finance officer at the earliest opportunity with a completed record of income form. Cheques and cash should be stored in the safe and the Finance Officer notified.

Cash income in any form should be counted in a secure environment by two individuals and must never be left unattended.

Donations or gifts must be acknowledged by the fundraising team within one week of receipt unless the donor has expressed their wish not to be contacted.

Fundraising Volunteers

Accuro must make sure that guidance and support must be given to volunteers according to the relationship that volunteer has with the charity.

- 'on behalf of' volunteer.
A volunteer who works with and who is under the instruction of a charitable institution to raise funds on its behalf and in its name (Fundraising Regulator)
On behalf of Volunteers will be recruited in line with the Accuro volunteer policy
- 'in aid of' volunteer.
A volunteer who is raising funds either on their own or with others for a charitable institution independently of the charitable institution. (Fundraising Regulator)
Appendix A details the fundraising agreement for 'in aid of' volunteers.
Note, the charity may or may not know about the activity before receiving a donation.

Licences and permission

Accuro must make sure to obtain any permission or licences required for fundraising activity from the local authority or other relevant body.

Complaints

Accuro will respond to all complaints from donors and members of the public in a timely, respectful, open and honest way in line with the Accuro complaints policy.

Appendix A

‘In aid of’ volunteer fundraising agreement.

Thank you for choosing to fundraise ‘in aid of’ Accuro and help us to continue to support people with a disability in West Essex.

An ‘in aid of’ fundraiser as defined in the Institution of Fundraising code of practise:

‘A volunteer acting ‘in aid of’ an organisation should have no authority to act in it’s name, and it should be clear that the volunteer is simply raising funds for the organisation but acting in his or her own capacity. An organisation will not then generally be responsible for the volunteer’s acts.’

How Accuro can Support You

The fundraising department can provide a range of Accuro Branded materials including a belly poster and literature to help make your event stand out and for you to raise awareness of your cause.

We can provide a fundraising guide for your event with top tips on how to boost your fundraising.

Use of Accuro Logo

The fundraising department can provide you with our bespoke logo and branding guidelines to help support your fundraising.

All your fundraising should make it clear that you are fundraising ‘in aid of’ Accuro but that you do not represent the charity. That is, you are not an employee nor have you entered into a legally binding contract.

Organising your Event

Please do not carry out any activity that puts Accuro’s reputation and name at risk. If you do, we may need to withdraw our support.

Please budget for your event and fundraising as Accuro cannot be held responsible for any costs, taxes or expenses incurred or arising in connection with your fundraising activity.

Keeping your Fundraising Safe and Legal.

Please take all reasonable precautions to ensure the wellbeing of your guests, including complying with health and safety and food and drink regulations.

Please ensure you have the correct insurance before the event takes place as Accuro’s insurance will not cover you.

If you intend to carry out a collection or raffle, please ensure you have obtained the correct permissions and/or licences before carrying out this activity.

More information can be found at the [Institute of Fundraising Resources](#) and on the [Gambling Commission Website](#)

What to do with the money

Please contact the Accuro Fundraising Department to discuss the best way for you to make payment to Accuro.

fundraising@accuro.org.uk

07732 847610