



Fundraising Policy

Date of Review: February 2026

Date of Next Review: February 2028

CEO Signature: 

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

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.

We will take all reasonable steps to make sure our fundraising reflects positively on fundraising in general.

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 charity's continued compliance with The Charities Commission, The Fundraising Regulator, The Information Commissioners Office and data-protection requirements.

Fundraising Compliance

Accuro Trustees take ultimate responsibility for fundraising compliance. They delegate operational management to the Fundraising Manager and Chief Executive.

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:

Chief Executive
Fundraising Manager
Operations Manager
Finance Manager

Other roles will also 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 Chief Executive for an event not covered by existing insurance and its own insurance cover arranged.

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 reputation
- Undermine the charity's 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 documented.

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 and document the donation. 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 donation is received which may not be acceptable under the terms of this policy the Fundraising Manager will alert the Chief Executive and Finance Manager 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.

Informing Donors and Treating People Fairly

Our fundraising will not mislead existing or potential donors including providing information about what will happen if we raise more than or less than the target amount.

We will take all reasonable steps to treat existing or potential donors fairly so they can make an informed decision about any donation.

Whilst fundraising we will behave in a way which reflects well on the charity and fundraising in general and be clear and honest about our intention to fundraise. We will avoid approaching the public at an unsuitable moment unless they are part of, or waiting to take part in, our fundraising activity.

We will make sure our fundraisers have appropriate identification for the activity they are carrying out. ID badges are not necessary for volunteer fundraisers.

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.

Under 18

We should take all reasonable steps to avoid asking for regular donations from anyone aged under 18.

Donation or Gift Processing

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

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

Appropriate security measures should be in place for tap to donate, text to donate and online card transactions.

We aim to acknowledge donations or gifts 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 (as defined by the Fundraising Regulator).
On behalf of Volunteers will be recruited in line with the Accuro volunteer policy including suitable checks to make sure they are suitable to represent the charity.
- '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 (as defined by the Fundraising Regulator).

Note, the charity may or may not know about the activity before receiving a donation.

- Responsibilities when involving children in fundraising

All fundraising activities must be age-appropriate and contact with children on school premises must have prior approval of a relevant member of staff.

Appropriate permission must be obtained before taking and publishing photographs of children. For children under 13, permission must be obtained from a parent, guardian or responsible adult.

Fundraising communications and consent

Fundraising communications and the methods used to deliver them must be responsible and suitable for the people they are aimed at. They must include information about the charity and be accurate.

We must make sure our contact details and information about how we process personal data is available and easy to access on our website through our Data Protection Policy, and anywhere else we collect personal data.

We must have appropriate systems and procedures in place to meet our obligations for fundraising communications under data-protection legislation.

We must use a simple opt-out message for people to tell us if they don't want to receive messages from us. This includes offering an option for people to reply to mobile messages to opt out of receiving them.

Fundraising Events

We must carry out an appropriate risk assessment before holding an event.

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, fair, respectful, open and honest way in line with the Accuro complaints policy.