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Fund Raising Policy

Policy Statement

This Policy Statement sets out how fundraising is to be conducted and managed by **Northern Counties Kidney Research Fund** in a responsible and accountable way for the benefit of **Northern Counties Kidney Research Fund**.

Scope

This policy is to cover all events in which money is raised for **Northern Counties Kidney Research Fund** by any persons authorised by the Main Committee of The Charity.

Responsibilities

The Main Committee of **Northern Counties Kidney Research Fund** is responsible for ensuring the implementation of this Fundraising Policy.

Behaviour When Fund Raising

General Behaviour

1. Fundraising for **Northern Counties Kidney Research Fund** **must** be legal and must be open, honest and respectful.
2. Fundraisers must be polite at all times.
3. Fundraisers must not criticise or insult other people or organisations.
4. Fundraisers must not encourage a donor to cancel or change an existing donation in favour of a donation to another charitable institution.

Asking for Support

1. Fundraisers must not fundraise in a way which is an unreasonable intrusion on an individual's privacy, is unreasonably persistent or places undue pressure on an individual to donate.



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2. Fundraisers must not continue to ask an individual for support if that individual clearly indicates - by word or gesture – that they do not want to continue the conversation. If that is the case the conversation must be ended politely.

Informing donors and treating people fairly

1. The Fundraiser and the fundraising materials used must not mislead anyone, or be likely to mislead anyone, either by leaving out information or by being inaccurate or ambiguous or by exaggerating details.
2. Before a Fundraiser can make any direct or implied claim in his/her fundraising for **Northern Counties Kidney Research Fund** which is likely to be taken literally, Fundraisers must make sure that there is evidence to prove the claim.
3. Fundraisers for **Northern Counties Kidney Research Fund** must not take advantage of mistakes made by a donor.
4. When talking about finances and financial benefits, Fundraisers for **Northern Counties Kidney Research Fund** must tell donors that they are not in a position to offer formal financial advice.
5. Fundraising for **Northern Counties Kidney Research Fund** **must** meet equality law as it applies in England, Wales, Scotland and Northern Ireland. Fundraisers **must not** discriminate against people with characteristics protected under the law of these countries. More information can be obtained from the Equality and Human Rights Commission and the Equality Commission for Northern Ireland.
6. Fundraisers for **Northern Counties Kidney Research Fund** must take all reasonable steps to treat a donor fairly, so that they can make an informed decision about any donation.
7. Fundraisers for **Northern Counties Kidney Research Fund** must take into account the needs of any possible donor who may be in vulnerable circumstances or need extra care and support to make an informed decision.
8. When fundraising for **Northern Counties Kidney Research Fund**, Fundraisers must not exploit the trust, lack of knowledge, apparent need for care and support or vulnerable circumstance of any donor at any time.
9. Fundraisers for **Northern Counties Kidney Research Fund** must not take a donation if they know, or have good reason to believe, that a person lacks capacity to make a decision to donate, or is in vulnerable circumstances which mean they may not be able to make an informed decision.



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10. If a donor makes a donation to **Northern Counties Kidney Research Fund** while they do not have the capacity to make an informed decision, the donation must be returned to them.
11. Fundraisers for **Northern Counties Kidney Research Fund** must take all reasonable steps to avoid asking for regular donations from anyone aged under 18. Young people aged between 16 and 18 can take part in charity lotteries, but if the Fundraiser receives money for a lottery from a young person aged under 16 the money **must** be returned immediately.

Other things Fundraisers should consider are:

- A. Any physical or mental health conditions the individual making the donation may have.
- B. Any disability the individual making the donation may have.
- C. Any learning difficulties the individual making the donation may have.
- D. Whether the individual making the donation is facing times of stress or anxiety (for example, following the death of a loved one).
- E. Whether a donation is likely to affect the individual's ability to sufficiently care for themselves or leave them in financial hardship.
- F. How well the individual making the donation can communicate and understand what they are being told.
- G. Whether the individual making the donation is under the influence of alcohol or drugs.
- H. The age of the person making the donation.

Responsibilities

Where it is felt that further guidance is required, the Fundraiser should take advice from the Trustees of **Northern Counties Kidney Research Fund** before taking any donation from the donor.

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