

Exclusivity Policy

One of the main reasons behind our families enjoying such high levels of success in their campaigns is due to the confidence donors feel in giving to a registered charity, rather than making a private donation to a personal bank account or crowdfunding page, where funds could be used for any purpose whatsoever. Our Charity Commission registration means all Tree of Hope funds are held in trust, and used only for the purposes for which they were originally fundraised – medical treatment, therapy and equipment.

We, therefore, do not support the use of bank private bank accounts when depositing funds raised for your child's campaign. Please ensure any money donated to your child's campaign is paid directly to Tree of Hope in the first instance where possible, and when not possible, within a maximum of 14 working days.

Similarly, we do not support the use of crowdfunding pages being used in tandem with a Tree of Hope campaign. If you have already started using a crowdfunding page when you register with us, please contact Family Support to discuss how to consolidate your fundraising activities into one campaign with Tree of Hope.

If you are already fundraising with another charity when you decide to register with Tree of Hope, please make the Family Team aware of this. We will need to ensure that your campaign with Tree of Hope is unique – it must not duplicate any existing campaigns you may have. Your fundraising target must also not mirror that of any prior or existing fundraising campaigns.

If it comes to our attention that a family is running crowdfunding or other private fundraising schemes in tandem with a Tree of Hope campaign, we reserve the right to suspend your campaign whilst we fully investigate the situation.