

To be reviewed annually – latest review date: July 2022

Tree of Hope
Ethical Practice in Fundraising Policy

Policy written for	<i>All staff and stakeholders of Tree of Hope</i>
Lead Member of staff	Head of Fundraising
Rationale	This policy underlines that all those involved in fundraising for Tree of Hope, whether they are fundraising professionals, families with a campaign or volunteers, have a responsibility to donors, to the organisation, and to the children and young people and their families. At the heart of fundraising ethics lies the need to ensure that our mission, our sense of personal integrity and the trust of the donor are not compromised. This requires openness, transparency and respect. Further, there is a critical need for Tree of Hope to ensure that it does not expose itself by accepting donations from questionable or inappropriate sources.
Introduction	<p>This Principles of Ethical Fundraising Practice document has been created for use by Tree of Hope to safeguard our Charity's reputation, financial integrity and support base.</p> <p>The Principles covers five areas of activity:-</p> <ul style="list-style-type: none"> · Donors Rights · Fundraising Practices · Financial Accountability · Acceptable sources of funding · Data Protection and Prospect Research <p>Tree of Hope understands the importance of fundraising ethically and therefore anyone who wishes to fundraise as a volunteer, individual or as an employee must adhere to the policy.</p>
The Aim of this policy	<p>Is that with practise improving as a result</p> <ul style="list-style-type: none"> • Our staff feel confident in their fundraising interactions and their actions are ethical, transparent and build mutual trust and respect with funders/donors and Tree of Hope families. • Our Tree of Hope families get the best possible outcomes from our fundraising. • The Charity is promoting best practice within fundraising.
The Objective of this policy	That should there be a 'worst-case' scenario with a donor or fundraising situation that the Charity is as protected as possible by staff



	following this policy.
Procedures and Practices	<p>Donor's Rights</p> <ol style="list-style-type: none">1. All fundraising solicitations by or on behalf of Tree of Hope will disclose Tree of Hope's name and the purpose for which the funds are requested. Printed solicitations (however transmitted) will also include address or other contact information.2. Donors and prospective donors are entitled to the following upon request:<ul style="list-style-type: none">• The most recent annual report and financial statements;• Confirmation of the charitable status of Tree of Hope• A copy of these Principles3. Donors and prospective donors are entitled to know, upon request, whether an individual soliciting funds on behalf of Tree of Hope is a volunteer, an employee, or a professional fundraising consultant hired by Tree of Hope.4. Donors will be encouraged to seek independent advice if Tree of Hope has any reason to believe that a proposed gift might significantly affect the donor's financial position, taxable income, or relationship with other family members.5. Donors' requests to remain anonymous will be respected as far as is legally, practically and ethically possible.6. The privacy of donors will be respected. Any donor records maintained by Tree of Hope will be kept confidential to the greatest extent possible. Donors have the right to see their own donor record, and to challenge its accuracy.7. Donors and prospective donors will be treated with respect. Every effort will be made to honour their requests to:<ul style="list-style-type: none">• limit the frequency and mode of solicitations;• receive printed material concerning Tree of Hope8. Donors have the right to ask that their donations be allocated to a specific area of Tree of Hope activity (for example a campaign or unrestricted funds), and that the Charity will meet these requests, wherever possible and appropriate in order to deliver its mission. (See Financial Accountability, point 3 for the treatment of restricted donations.)9. The Charity will respond promptly due to a complaint by a donor or prospective donor about any matter addressed in these principles. A designated member of the Tree of Hope staff team will attempt to satisfy the complainant's concerns in the first instance. A complainant who remains dissatisfied may request in writing a review of their complaint by the CEO of Tree of Hope, or can contact the independent Fundraising Standards Board and will be advised of the outcome of this review.



Fundraising Practices

1. All voluntary income is given a code in our main account balance so that campaign funds are clearly separate for each family, and the unrestricted income is clearly separate to these funds. Information about unrestricted funds and fundraising activity is reported separately to the Trustees by the Head of Fundraising at regular Finance and General Purpose Meetings.

2. Fundraising solicitations on behalf of Tree of Hope will:

- be truthful;
- accurately describe the Charity's activities and the intended use of donated funds; and
- respect the dignity and privacy of those who benefit from the Charity's activities.

3. Volunteers, employees and hired solicitors who solicit or receive funds on behalf of the Charity shall:

- adhere to the provisions of these principles;
- act with fairness, integrity, and in accordance with all applicable laws;
- adhere to the provisions of applicable professional codes of ethics, standards of practice, etc.
- cease solicitation of a prospective donor on request;
- disclose immediately to the Charity any actual or apparent conflict of interest; and
- not accept donations for purposes that are inconsistent with the Trust's objects or mission.

4. Paid fundraisers, whether staff or consultants, will be compensated by a salary, retainer or fee, and will not be paid finders' fees, commissions or other payments based on either the number of gifts received or the value of funds raised. Compensation policies for fundraisers, including performance-based compensation practices (such as salary increases or bonuses) will be consistent with the Charity's policies and practices that apply to non-fundraising personnel.

5. The Charity will not sell or exchange personal details of donors.

6. The CEO will be informed at least annually of the number, type and disposition of complaints received from donors or prospective donors about matters addressed in this code.

Financial Accountability

1. Tree of Hope's financial affairs will be conducted in a responsible manner, consistent with the ethical obligations of stewardship and the legal requirements of national regulators.



2. All donations will be used to support the mission of Tree of Hope.
3. All restricted or designated donations will be used as agreed with the donor. If necessary due to family circumstances with campaigns or organisational changes, alternative uses will be discussed where possible with the donor or the donor's legal designate(s). If the donor is deceased or legally incompetent, and the Trust is unable to contact a legal designate, the donation will be used in a manner that is as consistent as possible with the donor's original intent.
4. An annual financial report will be produced by the Head of Fundraising which will:
 - disclose the total amount of philanthropic income and expenditure (unrestricted funds)
 - be factual and accurate in all material respects;
5. The cost effectiveness of the Charity's fundraising programme will be reviewed regularly by the CEO.

Acceptable Sources of Funding

Tree of Hope accepts funding from a wide variety of public and private sector partners.

The Trust will not accept philanthropic funding in cases where to do so would or might:

- a) compromise its status as a registered charity
- b) create unacceptable conflicts of interest
- c) damage the Charity's reputation (including deterring other donors)
- d) cause any other damage, including financial, to the Charity
- e) in any other way be in conflict with the values and aims of the Charity

The Head of Fundraising and the CEO are advised of all donations of £50,000 or more for immediate consideration as to whether, in any case, there is conflict with any of the principles set out above. If either believes that there may be cause for concern, the gift in question will be brought to the attention of the Board of Trustees to decide whether the gift should be accepted. The Board of Trustees may seek advice if it considers that there are significant issues involve from nominated persons unconnected to the Charity.

Although gifts worth less than £50,000 may not be subject to detailed scrutiny by the CEO and the Board of Trustees, acceptance will nevertheless be considered by the Head of Fundraising against these ethical guidelines and may be referred for further scrutiny if there is perceived to be conflict with any of the principles set out above.

Where concerns are raised under these ethical guidelines about a gift that has already been accepted by the Trust, a similar process of consideration and scrutiny will be followed to that set out above in



Tree of Hope

Transforming the health of
sick and disabled children

	order to determine whether it is appropriate to retain the gift, to return it to the donor or to take any other action in relation to the gift.
Persons with particular responsibilities	Head of Fundraising The CEO The Trustees
Monitoring and Evaluation	A fundraising report will be submitted to the Trustees at every meeting which will include details of any issues arising. Regular meetings between the CEO and the Head of Fundraising In the event of an urgent response being needed the CEO will contact the Trustees.
Relevant statutory guidance, circulars, legislation and other sources of information	Useful links: http://www.institute-of-fundraising.org.uk/guidance/code-of-fundraising-practice/guidance/acceptance-and-refusal-of-donations-guidance/
Definitions	•