# FUNDRAISING, DONATIONS AND SPONSORSHIP POLICY

**PRN-69:** Fundraising, Donations and Sponsorship Policy
**Company Name: AI Auto-Tech Ltd**
**Trading/Business Name: CAREHOPES**
**Company Registration Number: 15556946**
**SIC Code: 88100 – Social Work Activities Without Accommodation for the Elderly and Disabled**
**Email:** admin@carehopes.com
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**1. Purpose**

The purpose of this policy is to establish a clear framework for fundraising, donations, sponsorship, and income generation activities undertaken by or on behalf of the organisation.

The organisation recognises that fundraising and external support can play an important role in helping deliver companionship and wellbeing services for older people and adults with disabilities.

This policy aims to:

Promote ethical fundraising practices.

Ensure transparency and accountability.

Protect donors, sponsors, and beneficiaries.

Maintain public confidence.

Ensure compliance with legal and regulatory requirements.

Support sustainable income generation.

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**2. Scope**

This policy applies to:

Trustees

Directors

Managers

Employees

Volunteers

Fundraisers

Contractors acting on behalf of the organisation

The policy applies to:

Donations

Fundraising events

Community fundraising

Corporate sponsorship

Grant funding

Legacy donations

Online fundraising

Appeals and campaigns

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**3. Policy Statement**

The organisation is committed to conducting fundraising and sponsorship activities in a lawful, ethical, transparent, and respectful manner.

Fundraising activities will:

Support the organisation's charitable objectives.

Protect the reputation of the organisation.

Respect the rights of donors and supporters.

Ensure funds are used appropriately.

Maintain public trust and confidence.

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**4. Principles**

The organisation will follow the principles of:

**Integrity**

All fundraising activities will be conducted honestly and ethically.

**Transparency**

Donors and supporters will be provided with clear information about the purpose of fundraising activities.

**Accountability**

Funds raised will be appropriately recorded, monitored, and reported.

**Respect**

Individuals will not be subjected to undue pressure or inappropriate fundraising practices.

**Stewardship**

All funds received will be managed responsibly and used for organisational purposes.

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**5. Fundraising Objectives**

Fundraising activities may aim to:

Support service development.

Enhance wellbeing programmes.

Reduce social isolation initiatives.

Fund volunteer activities.

Support community engagement projects.

Strengthen organisational sustainability.

Fundraising objectives should align with the organisation's mission and strategic priorities.

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**6. Types of Fundraising**

The organisation may engage in:

**Community Fundraising**

Activities organised by community members or volunteers.

**Organisational Events**

Events organised by the organisation.

**Online Campaigns**

Digital fundraising initiatives.

**Grant Applications**

Applications to trusts, foundations, and funding bodies.

**Corporate Support**

Partnerships with businesses and sponsors.

**Individual Donations**

One-off or recurring donations.

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**7. Ethical Fundraising**

The organisation will ensure that fundraising activities:

Are honest and truthful.

Respect individual dignity.

Avoid misleading information.

Do not exploit vulnerability.

Reflect organisational values.

Fundraising communications must accurately represent the organisation's work and objectives.

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**8. Protecting Vulnerable Individuals**

Employees and volunteers must take particular care when engaging with:

Older people.

Adults at risk.

Individuals with communication difficulties.

People experiencing distress or crisis.

The organisation will not accept donations obtained through pressure, coercion, or exploitation.

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**9. Fundraising Approvals**

Fundraising activities undertaken in the organisation's name should receive appropriate authorisation.

Approval should consider:

Reputational risks.

Financial implications.

Health and safety considerations.

Legal requirements.

Insurance arrangements.

Approval decisions should be documented.

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**10. Donations**

The organisation may accept:

Monetary donations.

Cheques.

Bank transfers.

Online donations.

Gifts in kind.

Legacy donations.

All donations must be recorded appropriately.

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**11. Refusing Donations**

The organisation reserves the right to refuse donations where acceptance may:

Damage the organisation's reputation.

Create conflicts of interest.

Be linked to unlawful activity.

Be inconsistent with organisational values.

Present significant ethical concerns.

Decisions should be authorised and documented.

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**12. Anonymous Donations**

Anonymous donations may be accepted where lawful and appropriate.

The organisation may carry out additional checks where:

The donation value is significant.

Concerns arise regarding the source of funds.

Any concerns should be escalated appropriately.

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**13. Restricted Donations**

Some donations may be given for a specific purpose.

Restricted funds should:

Be clearly identified.

Be recorded separately where appropriate.

Be used only for the intended purpose.

Restrictions imposed by donors should be respected.

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**14. Sponsorship**

The organisation may enter into sponsorship arrangements where they:

Support organisational objectives.

Align with organisational values.

Present no significant ethical concerns.

Sponsorship arrangements should be documented and approved appropriately.

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**15. Corporate Partnerships**

Corporate relationships should be assessed carefully.

Consideration should include:

Reputation of the organisation.

Alignment with values.

Potential conflicts of interest.

Expected benefits and risks.

Partnerships should not compromise organisational independence.

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**16. Grant Funding**

The organisation may apply for grants from:

Charitable trusts.

Foundations.

Local authorities.

Government programmes.

Community funds.

Corporate grant providers.

Grant conditions must be reviewed and adhered to.

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**17. Fundraising Events**

When organising fundraising events, consideration should be given to:

Health and safety.

Risk assessments.

Insurance requirements.

Safeguarding considerations.

Accessibility requirements.

Financial controls.

Events should be planned responsibly and safely.

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**18. Online Fundraising**

Online fundraising activities should:

Use secure platforms.

Protect personal information.

Comply with data protection requirements.

Provide clear information regarding fund use.

Online security risks should be considered.

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**19. Handling Donations**

All donations received must be:

Acknowledged where appropriate.

Recorded accurately.

Accounted for properly.

Protected from loss or misuse.

Financial procedures should be followed at all times.

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**20. Cash Donations**

Where cash donations are received:

Amounts should be recorded promptly.

Receipts issued where appropriate.

Funds stored securely.

Banking undertaken promptly.

Cash handling controls should be followed.

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**21. Gift Aid**

Where eligible, the organisation may claim Gift Aid on qualifying donations.

Appropriate records must be maintained to support claims.

Donors should be provided with relevant information where required.

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**22. Fundraising Communications**

Fundraising communications should be:

Accurate.

Respectful.

Honest.

Accessible.

Consistent with organisational values.

Communications should not misrepresent needs, outcomes, or activities.

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**23. Use of Images and Stories**

Where photographs, case studies, or personal stories are used:

Appropriate consent must be obtained.

Privacy and dignity should be respected.

Data protection requirements must be followed.

Personal information should never be used without proper authorisation.

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**24. Complaints About Fundraising**

Individuals may raise concerns regarding:

Fundraising methods.

Communications.

Sponsorship arrangements.

Handling of donations.

Complaints will be managed in accordance with the Complaints Policy.

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**25. Financial Controls**

All fundraising income should be subject to:

Financial recording procedures.

Receipting processes.

Monitoring arrangements.

Reconciliation procedures.

Audit and review activities.

Controls should reduce the risk of fraud and error.

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**26. Fraud Prevention**

Appropriate safeguards should be in place to prevent:

Theft of donations.

Misuse of funds.

Financial misconduct.

Fraudulent fundraising activity.

Concerns should be reported immediately.

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**27. Volunteer Fundraisers**

Volunteers involved in fundraising should:

Receive appropriate guidance.

Follow organisational procedures.

Represent the organisation appropriately.

Report income accurately.

Volunteers should understand their responsibilities.

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**28. Fundraising Records**

The organisation will maintain records relating to:

Donations received.

Sponsorship agreements.

Grant funding.

Fundraising activities.

Income generated.

Restricted funds.

Records should be accurate and secure.

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**29. Monitoring and Evaluation**

Fundraising activities should be reviewed to assess:

Income generated.

Costs incurred.

Achievement of objectives.

Risks identified.

Lessons learned.

Findings should inform future fundraising activities.

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**30. Equality and Inclusion**

Fundraising activities should be inclusive and accessible.

The organisation will seek to ensure that:

Participation opportunities are open and fair.

Communications are accessible.

Activities are respectful of diverse communities.

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**31. Environmental Considerations**

Where practicable, fundraising activities should consider:

Waste reduction.

Sustainable materials.

Responsible use of resources.

Environmental impact.

Environmental sustainability forms part of responsible organisational practice.

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**32. Responsibilities**

**Board of Trustees**

Responsible for:

Oversight of fundraising activities.

Approval of significant fundraising initiatives.

Monitoring income generation.

Ensuring legal and ethical compliance.

**Directors**

Responsible for:

Implementing this policy.

Managing fundraising activities.

Monitoring fundraising performance.

Ensuring financial controls are followed.

**Managers**

Responsible for:

Supporting fundraising activities.

Managing risks.

Maintaining records.

**Employees and Volunteers**

Responsible for:

Following fundraising procedures.

Acting ethically.

Protecting the organisation's reputation.

Recording funds accurately.

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**33. Case Study**

**Scenario: Community Fundraising Event**

A local community group wishes to organise a fundraising coffee morning to support companionship services for older adults.

**Action Taken**

The event is approved.

Promotional materials are provided.

Donation handling procedures are explained.

Funds raised are recorded and acknowledged.

**Outcome**

The event raises funds, increases community awareness, and strengthens local engagement with the organisation.

**Learning Point**

Community fundraising can provide valuable financial and social benefits when managed transparently and responsibly.

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**34. Monitoring and Quality Assurance**

The organisation will monitor:

Fundraising income.

Sponsorship arrangements.

Grant funding compliance.

Complaints relating to fundraising.

Financial controls.

Fundraising risks.

Donor feedback.

Monitoring outcomes will support continuous improvement and good governance.

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**35. Review Arrangements**

This policy will be reviewed:

Annually.

Following significant fundraising activities.

Following legislative or regulatory changes.

Following audit recommendations.

Following major sponsorship or donation arrangements.

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**Related Policies**

Financial Management and Internal Controls Policy

Fraud, Bribery and Corruption Prevention Policy

Gifts, Hospitality and Donations Policy

Governance, Board and Trustee Responsibilities Policy

Risk Assessment Policy

Data Protection and GDPR Policy

Complaints Policy

Environmental Sustainability Policy