

---

# **POLICY: FUNDRAISING**

---

<b>Approved by</b>	Board of Trustees
<b>Last review</b>	January 2024
<b>Next review</b>	January 2025
<b>Version</b>	0.0

---

**Ammendments:**  
None

---

**Date:**  
01/01/2024

---

---

# FUNDRAISING

At Bridge to Unity CIO, our commitment to ethical fundraising is paramount. This policy outlines our dedication to managing ethical concerns and social responsibility in fundraising activities. Our approach is guided by transparency, fairness, legality, and adherence to regulatory standards and best practices, including the Code of Fundraising Practice.

Bridge to Unity is registered with the Fundraising Regulator and we are committed to following the Regulator's Code of Practice and Fundraising Promise which set the standards for what behaviours are expected from fundraisers in our interactions with the public and our supporters.

More information can be found below regarding the ways in which we ensure that we comply with the Code of Fundraising:

## **Responsibility and Compliance**

Every individual involved in fundraising at Bridge to Unity CIO is mandated to understand and adhere to the ethical considerations and protocols outlined in this policy.

## **Trustees Commitment**

Our trustees are fully cognisant of and committed to following the Charity Commission guidance, particularly in acting in the charity's best interests, managing conflicts of interest, and abiding by the six principles in Charity Commission 20 (Charity Fundraising: a guide to trustees duties).

## **Honesty, Transparency, and Accountability**

We pledge honesty in our fundraising appeals, provide realistic budgets, allocate funds for their

intended purposes, and ensure timely submission of required reports.

## **Regulatory Compliance and Complaint Handling**

Bridge to Unity CIO is dedicated to upholding fundraising behavioural standards outlined in regulatory guidance and promptly addressing any fundraising-related grievances.

## **Supporter and Donor Rights**

Supporters and donors have the right to accurate information about our work, transparent utilisation of funds, and responsible management of their information. We comply with Charity Regulators guidance and UK laws, prioritising honesty and openness with our supporters.

## **Protecting Vulnerable Donors**

In our interactions with potential or existing donors, we employ the REAL approach to identify and cater to signs of potential vulnerability. We adapt communication strategies, avoid assumptions, and prioritise the well-being of vulnerable individuals.

Although we will always ensure we treat individuals as if they have capacity to make decisions to donate to Bridge to Unity, where we feel there are concerns around an individual's capacity or ability to make financial decisions it will always be investigated prior to accepting a donation.

If on investigating we believe an individual lacks the capacity to make a donation, the financial donation shall be declined. If a donation has been made and we suspect the person did this whilst lacking capacity, the donation shall be returned to the individual.

## **Respecting Charity Beneficiaries**

We handle beneficiary representation with utmost respect, using their personal information only with explicit consent and ensuring their safety, especially children and vulnerable individuals.

## **Staff and Volunteer Well-being**

Bridge to Unity CIO maintains a zero-tolerance policy for abuse, fostering a culture of respect and equality. Processes are in place to address concerns promptly and sensitively.

## **Fundraising Due Diligence**

We conduct reasonable due diligence on donors, ensuring alignment of values and activities. Donations are accepted only if safe and in the charity's best interests, with consideration for suspicious donations or those from vulnerable individuals.

## **Commercial Partnerships**

We engage in partnerships aligned with our charitable objectives and values, complying with Charity Commission RS2 guidelines, ensuring fairness, transparency, risk management, and mutual agreement on expectations.

## **Restricted Donations**

Donors' wishes for specific donation utilisation are honored, respecting their instructions.

If you wish to discuss any of the above information with us or have concerns about a donor/potential donor, please contact a member of the Senior Management team on:

info@bridgetounity.co.uk  
01329 600 414