

## **AGE UK EXETER**

### **Controlled Document**

#### **Document Name: Fundraising Policy**

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Agreed by Risk Committee on: 24.03.26

Approved by Board of Trustees on: 28.04.26

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Next review due: April 2029

Owner (Responsibility): Chief Executive Officer

Pass amendments to: Governance Lead

Revision History: See end of document.

Document Location: [www.ageuk.org.uk/exeter/about-us/policiesandguidelines/](http://www.ageuk.org.uk/exeter/about-us/policiesandguidelines/)

### **Document Description**

The Fundraising Policy sets out the responsibilities, purposes and practices surrounding the fundraising activities of Age UK Exeter (AUKE).

### **Implementation and Quality Assurance**

Implementation is immediate and this policy shall stay in force until any alterations are formally agreed.

The policy will be reviewed every three years by the Board of Trustees, sooner if legislation, best practice, or other circumstances indicate this is necessary.

All aspects of this policy shall be open to review at any time. If you have any comments or suggestions on the content of this policy, please contact the CEO on, [info@ageukexeter.org.uk](mailto:info@ageukexeter.org.uk) or at Age UK Exeter, Sycamores, Mount Pleasant Road Exeter, EX4 7AE, 01392 202092.

# **Fundraising Policy**

## **1. Introduction**

With overall responsibility and accountability for the charity's fundraising, the trustees have a role to play in ensuring that their organisation fundraises legally, responsibly, and effectively, always treating the public fairly and with respect.

## **2. The purpose of fundraising**

AUKE fundraises locally to increase income for the charity to enable it to deliver key services for older people in Exeter.

Fundraising is also a means of promoting the charity and raising the profile of the needs of older people in the community.

Our conduct in fundraising must be legal, open, honest, and respectful. This policy may be read in conjunction with our Ethical Policy, Financial Management Policy, Staff Financial Policies and Procedures, Confidentiality Policy, Data Protection Policy, Photography Policy, and Social Media Policy if appropriate. Fundraising activities are to be in keeping with the purpose, values, and culture of the charity.

We fundraise in various ways, including through:

- Donations (including Legacies and Gifts)
- Applications for Grants and Trusts
- Events organised by our Community Fundraising Officer supported by Age UK Exeter volunteers
- Events organised by staff, volunteers, individuals and businesses that are facilitated by our Community Fundraising Officer.
- Sponsorship or 'Charity of the Year' through business partnerships and networking.
- The sale of goods, craft items, and donated items for auction.
- Charged for services that support the charitable arm of the charity.

## **3. Legal compliance**

AUKE ensures that it complies with the fundraising sector guidelines and Code of Fundraising Practice, General Data Protection Regulations and as an Age UK National Brand Partner. We agree to abide by their fundraising charter, guidelines, and restrictions.

## **4. General Principles applied to our Fundraising Activities**

- Be generally responsible for explaining to the public how fundraising is organised and help educate the public about the realities of resourcing charitable organisations and the aspirations of AUKE. Where specific questions are received these should be answered openly and honestly.
- Not to engage in fundraising which is an unreasonable intrusion on a person's privacy; is unreasonably persistent; or places undue pressure on a person to donate.

- Fundraisers must take all reasonable steps to treat a donor fairly, enabling them to make an informed decision about any donation. This must include taking into account the needs of any potential donor to make an informed decision.
- Where donations are raised through electronic means, such as through our website or social media channels, the level of security must be of a sufficient standard to protect the confidentiality of donor's credit card and other personal details.
- Ensure that appropriate training, education, and information is available to fundraisers to enable them to perform their roles effectively.
- To be fair and transparent in our processes and funding appeals.
- To never denigrate other charities or agencies in our fundraising efforts.

## **5. Community Fundraising Officer**

The trustees have encouraged the appointment of a dedicated member of staff to help lead the charity's fundraising efforts. The Community Fundraising Officer reports directly to the CEO and gives regular updates to the Board of Trustees.

## **6. Staff and Volunteers**

Staff and volunteers are encouraged to participate in fundraising activities where possible, whether it be by organising events, volunteering time, ideas, or participation. Staff and volunteers are particularly asked to help with flyer distribution and promotion to extend the reach of the charity.

If individual fundraisers fundraise on our behalf, they need to adhere to our code of conduct, vision, and values.

## **7. Communication and Data Protection**

Individuals, clients, and supporters can express whether they consent to receiving information about fundraising and events on AUKE's General Data Information and Consent Form. This information will be stored securely inhouse. Donors' information will be kept for a period of 6 years from receipt of their last donation, in line with our Data Retention Schedule.

We will never contact individuals who have not given their consent to being contacted about AUKE fundraising, events, or marketing. Supporters can also opt out of future fundraising mailings and have 'the right to be forgotten' which they can action at any time. A copy of our Organisational Privacy Notice can be found on our website or on request.

Any envelopes, forms or devices used to collect donations at an event or similar will be checked in-house for GDPR compliance.

## **Photography**

Please see our Photography Policy for our full photography protocols. Our legal bases for processing photography are consent and legitimate interests. Individual photography consent is collected via our photography consent form and lasts for 5 years unless consent is withdrawn. Event photography is managed on the legal basis of legitimate interests, and we use posters and verbal messages to fully inform attendees.

## **8. Grants and Trusts**

AUKE employs an external Grants and Trusts Fundraiser on a day-rate. His/her job is to research potential funding opportunities and to lead on writing and submitting bid applications with the help of the CEO and Senior Management Team.

AUKE will seek grants for the work it does in the city from a range of charitable trusts and statutory organisations. All such applications shall take account of our Ethical Policy and adhere to Institute of Fundraising guidance.

## **9. Receipt of Donations, Legacies & Sponsorship Procedure**

1. Send all cheques & cash to the finance department for accounting and depositing.
2. Update donor information in the database if the information on the cheque and/or response form is different. Note the date of change in the record. Always cross check with the client and finance department.
3. Record gifts according to the donor's intended use, i.e. unrestricted, restricted (specific service or project), endowment, etc.
4. Record in the system the source of the gift, i.e. direct-mail appeal, social media appeal, special event etc.
5. Acknowledge all gifts within one week (if donor has asked to be acknowledged) using appropriate thankyou letters or phone calls based on the gift level.
6. The charity will take advantage of gift-aid where possible, in line with government recommendations.

NB: Sponsorship requires sign-off by the CEO as sponsorship is a contractual agreement.

## **Gifts-in-Kind Policy**

AUKE accepts gifts-in-kind that support its mission, are consistent with its policies and are properly accounted for and acknowledged.

A gift-in-kind is an item such as equipment, software, or a product that a donor voluntarily transfers to the charity without charge or consideration.

The appropriateness of a 'gift-in-kind' will be considered by the Community Fundraising Officer and CEO. Large offers may be taken to the Board of Trustees.

Once accepted, the donated item(s) become the property of AUKE, which retains the right to dispose of a gift-in-kind as it sees fit, unless another arrangement has been made with the donor.

### **Principles for Corporate Sponsorship or Donations**

The charity believes that it can best fulfil its mission through a broad base of support from various sources. However, to maintain its independence and objectivity, it seeks to identify any areas where there may be conflicts of interest or where the mission, projects and independence of AUKE could be compromised.

As part of expanding its base of support, we are willing to consider partnerships with and gifts from the business sector. We recognise that businesses, as profit-centred organisations, have obligations to their shareholders, Boards, and employees to be successful. Also, we recognise that companies' support to the non-profit sector is not only out of a desire to be helpful, but also with a hope of a return or benefit to the companies. Given these realities and legal and ethical considerations, AUKE will seek to develop recognition opportunities that are appropriate and meaningful for both the supporting companies and AUKE.

### **10. Complaints Procedure**

Complaints relating to fundraising activity will be dealt with through AUKE's Complaints Policy. The number of escalated complaints will be monitored annually. Complaints can also be taken to the Fundraising Regulator, the UK standards regulator for fundraising activities. [Complaints and investigations | Fundraising Regulator](#).

### **Revision History**

<b>Revision date</b>	<b>Summary of Changes</b>	<b>Other Comments</b>
20.02.18	New Policy considered at the Fundraising Committee	Passed to Standards Committee
05.03.18	Reviewed by Standards Committee	Recommended to Board for approval.
13.03.18	Approved by the Board of Trustees	Next review due March 2020
May 2023	Update with new Community Events, Fundraising and Social Media Officer.	Next review due August 2026
27.02.26	Update in line with current processes. Most of photography section taken out as deemed more appropriate to have a photography policy so people know where to look for our protocols.	