



Fundraising Policy

1. The purpose of fundraising:

Age UK Lancashire fundraises locally to increase income to the charity. This enables the charity to deliver key services for older people in Lancashire that do not attract external funding. As income generated by fundraising is frequently unrestricted this money can be used in a way in which the charity feels will benefit older people served by our organisation in accordance with our articles, vision and mission.

Staff and volunteers are expected and encouraged to participate in fundraising activities to the best of their ability, whether it be volunteering time, ideas or participation. Age UK Lancashire is registered with the Fundraising Regulator and the charity is committed to adhering to the Code of Fundraising Practice. Any fundraising that we undertake or are responsible for will follow the Fundraising Regulator's Code of Fundraising Practice as well as organisational guidelines, including those relating to use of brand and image.

The conduct of those fundraising for Age UK Lancashire must and will support the values that underpin the Code of Fundraising Practice: legal, open, honest and respectful.

2. The benefits of fundraising:

Age UK Lancashire fundraises to enable the charity to better achieve its purpose and mission, to support older people in Lancashire, Blackpool and North Sefton. As well as increasing the charity's income fundraising is also a valuable mechanism to promote the charity and its services and as a vehicle to campaign and raise the profile of issues that many older people face. Donors are understandably interested in how their money is being spent and how it is helping local older people and through fundraising with clear messages we can ensure donor satisfaction. The

charity is committed to regularly reviewing the effectiveness of its fundraising methods and progress is reported to and scrutinized by Business Development committee on a quarterly basis.

3. Age UK Lancashire's responsibilities when undertaking fundraising

Fundraising Regulator

Age UK Lancashire is registered with the Fundraising Regulator and adheres to the Code of Fundraising Practice. The Fundraising Regulator is:

'the independent regulator of all fundraising carried out by or on behalf of charitable, philanthropic and benevolent organisations in England, Wales and Northern Ireland. We also regulate fundraising in Scotland carried out by charities registered in England, Wales and Northern Ireland. Our role includes maintaining and developing the UK-wide Code of Fundraising Practice and investigating complaints from members of the public about fundraising practice if these cannot be resolved by the charities themselves'.

The full Code can be accessed here:

<https://www.fundraisingregulator.org.uk/sites/default/files/2019-06/code-of-fundraising-practice-october-2019.pdf>

Duties of Age UK Lancashire's trustees under the Code:

The Fundraising Code of Practice states that: 'the overriding duty of all charity trustees is to act in the best interests of their charity at all times. In doing this, trustees have several basic responsibilities related to fundraising'.

Age UK Lancashire's trustees are fully aware of and are committed to undertaking their duties as laid down in the Code.

The organisation is committed to fundraising ethically, responsibly and transparently and to protecting donors, charity supporters and the public, including vulnerable people, from poor fundraising practices.

This can be demonstrated through:

- our registration with the Fundraising Regulator
- commitment to the Fundraising Promise
[<https://www.fundraisingregulator.org.uk/code/fundraising-promise>]
- commitment to the Institute of Fundraising's Treating Donors Fairly Guidance: <https://www.institute-of-fundraising.org.uk/library/treatingdonorsfairly/>
- support of the Age UK Fundraising Charter 2015 (see App 1)

The organisation aims to incorporate best practice from the Information Commissioner's Office (ICO) on Fundraising and Regulatory compliance. Age UK Lancashire do not undertake wealth screening, data matching or tele-appending and do not re-use publicly available information in our fundraising practices.

4. Fundraising compliance

Age UK Lancashire is committed to being fully compliant with the laws and guidance underpinning charitable fundraising as laid down in the Fundraising Regulator's Code of Fundraising Practice. We regularly audit our fundraising practices to ensure that they are compliant with regulatory controls.

ADOPTION OF THIS POLICY BY THE BOARD OF TRUSTEES

Victoria Buyer, Age UK Lancashire Chair

Signature:

Date: 19th September 2019

Appendix 1

Age UK Fundraising Charter 2017

At Age UK the national charity, we have developed our fundraising activity with our donors and older people in mind. Anyone who is kind enough to consider supporting us can be reassured that:

We do not undertake any fundraising door-to-door activity

Due to the nature of our charitable work and objectives, in particular, our safeguarding policies and work around protecting older people in their homes, we do not send our fundraisers to knock on people's doors to ask for donations.

We do not ask for direct debit donations on the street

We will not approach you on the street and ask for your bank details.

We do not share personal data beyond the Age UK Network

We will never pass on your personal data to other organisations or charities for marketing purposes and will only contact you about products and services provided and/or offered by the Age UK Network.

We do not sell personal data

We will never sell your personal data to other organisations or charities.

We do not 'cold-call' people for fundraising purposes. We only phone people with whom we have an existing relationship or who have already given us permission to contact them

'Cold calling' involves a company or business calling someone with whom they have had no prior contact. We only call people who have supported us in the past or told us they would like to hear from us.

We will always check first that you're happy to speak to us when we phone. And if you don't want to be phoned, just let us know.

Every communication from us to members of the public will always include information on how to opt out from future communications

We only want to contact people who are happy to hear from us and we encourage people to get in touch if they'd like to change the way we communicate with them.

If you tell us you don't want to hear from us again, or want to hear from us less, we will respect that.

We always stop direct debits received from donors if a third party (e.g. family and friends) advise us that the donor is vulnerable in some way; if we are satisfied that such third party is entitled to act on the donor's behalf

We know peoples circumstances change and will always cancel donations if one of our supporters is in a vulnerable situation. And if you're ever worried about an older friend or relative, don't forget we have lots of information and advice to help, just give us a call on 0800 169 6565.

We are registered with the Fundraising Regulator and as such, we always abide by the Code of Fundraising Practice and commit to upholding the Fundraising Promise. We will keep our fundraising practices under review and we will work with others with the aim of improving practice across the charity sector

We will only work with professional fundraising organisations that meet our high standards.