



Fundraising Policy

1. The purpose of fundraising:

Age UK Lancashire fundraises to increase income to the charity and to diversify our income sources. This enables the charity to deliver key services for older people in Lancashire that do not attract external funding and to reduce the risks of being too dependent on one strand of revenue. Generating funds that are unrestricted means 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 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 vision and mission, to support older people in Lancashire, Blackpool and North Sefton, until everyone is living their best later life. 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 the Board.

3. Age UK Lancashire's responsibilities when undertaking fundraising

Issue: Jun 2024

Supersedes: Jul 2022

Responsibility: Business Development Director

Review: Jun 2027

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/code>

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/more-from-us/resources/fundraising-promise>
- commitment to the Institute of Fundraising’s Treating Donors Fairly Guidance:
<https://www.institute-of-fundraising.org.uk/library/treatingdonorsfairly/>
- support the Age UK Fundraising Charter 2024 <https://www.ageuk.org.uk/get-involved/fundraise/fundraising-charter/>

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

Issue: Jun 2024
Supersedes: Jul 2022

Responsibility: Business Development Director
Review: Jun 2027

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: 20th June 2024