



## Fundraising policy

### Introduction

Age UK Merton (AUKM) is committed to ensuring that fundraising activities are undertaken in an ethical manner.

### Purpose

This policy identifies Age UK Merton's position on fundraising practices and to document standards that we commit to upholding.

### Policy

- AUKM are registered with the Fundraising Regulator and commit to following the code of fundraising practice.
- AUKM are members of the Institute of Fundraising and follow their guidance when undertaking fundraising activities.
- Communications to the public made in the course of fundraising activity shall be truthful.
- All money raised via fundraising activities shall be for the stated purpose and will comply with AUKM's stated mission and purpose.
- All personal information collected by AUKM is confidential and is covered by the guidance in the Confidentiality and Data Protection Policy.
- Nobody directly or indirectly employed by or volunteering for AUKM shall accept commissions or bonuses for fundraising activities on behalf of AUKM.
- No general solicitations shall be undertaken by telephone or door to door.
- Fundraising activities should not be undertaken if they may be detrimental to the good name or community standing of AUKM.
- AUKM have a robust complaints procedure if you are unhappy with our fundraising activities. In the first instance please call 020 86485792 to register your complaint.
- AUKM will not accept gifts which do not fit with the accepting and refusal of donations policy.

### Fundraising Compliance

- Age UK Merton Trustees take ultimate responsibility for fundraising compliance. They delegate operational management of fundraising to the CEO and fundraising team.
- Age UK Merton's Fundraiser, Claire Nethersole, is the charity's Fundraising Compliance Officer

Date Implemented:	Future Review Dates					
	2018	2019	2020	2021	2022	2023
Date reviewed				√		
Date approved By Trustees	√					