



# Fundraising Policy

## Overview

Age UK Plymouth (AUKP) is committed to ensuring fundraising activities are undertaken in an ethical manner and fundraises to increase income to the Charity. This enables the charity to deliver key services for older people in Plymouth that are not externally funded. Income generated by fundraising is frequently unrestricted and can be used in any way in which the charity feels will benefit older people served by the organisation in accordance with our articles.

Any fundraising undertaken will follow the guidelines of the Fundraising Regulators Code of Fundraising Practice and AUKP commit to Age UK's National Fundraising Charter and organisational guidelines including brand and image.

We adhere to the Fundraising Regulator's Code of Fundraising Practice and operate individual policies that cover:

Related policies include safeguarding, whistleblowing, complaints, Gifts and data management.

Related regulation which also governs Age UK Plymouth's fundraising policy is issued by the Fundraising Regulator, Information Commissioner's Office (ICO), the General Data Protection Regulation and the Privacy and Electronic Communications Regulation (PECR). Charity Commission guidance is also followed, especially regarding the responsibilities of trustees in relation to fundraising. Age UK Plymouth accounting procedures reflect the requirements of the Statement of Recommended Practice – Accounting and Reporting by Charities (Charities SORP).

## Principles

The key principles of Age UK Plymouth fundraising are found in the Age UK Fundraising Charter and can be found prominently on the Donate pages of the Age UK website. At Age UK Plymouth, 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:

**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 AUKP's stated mission and purpose.

**Nobody directly or indirectly employed by or volunteering for AUKP shall accept commissions or bonuses for fundraising activities on behalf of AUKP.**

**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 Plymouth 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 Plymouth 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. 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 01752 256020.

**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

## Roles and Responsibilities

### Trustees

Age UK Trustees have six key responsibilities regarding fundraising activity:

- Ensuring that fundraising activity is planned effectively
- Ensuring that fundraisers, including volunteers, are properly supervised
- Protecting the reputation of Age UK Plymouth , its money and other assets
- Identifying and following the recognised standards that apply to AUKP fundraising
- Being open and accountable to donors
- Ensuring compliance with fundraising law

### Fundraising & Marketing Manager

The Fundraising & Marketing Manager is responsible for ensuring that all fundraising staff and volunteers are aware of the Age UK Plymouth fundraising policies and implement all relevant and appropriate practices when undertaking their activities. The Fundraising & Marketing Manager is responsible for ensuring that their fundraising activities reflect all legislative and recommended practice requirements.

POLICY NO.	FR -001
POLICY DATE	1 October 2019
AUTHOR	Lynne Hodgson
RATIFIED BY	Dr Simon Murphy CEO
DATE RATIFIED/REVIEWED	October 2019
NEXT REVIEW DATE	October 2021