



# Ethical Fundraising Policy

## 1. Purpose of the Policy

This policy sets out the ethical principles and standards that govern all fundraising activities carried out by or on behalf of Spread Some Sunshine Charity. It ensures fundraising is lawful, open, honest, and respectful, and aligns with the Fundraising Regulator's Code of Fundraising Practice and Charity Commission guidance.

## 2. Scope

This policy applies to all individuals and organisations involved in fundraising for the charity, including:

- Trustees
- Staff
- Volunteers
- Fundraisers
- Third-party fundraisers and partners

## 3. Regulatory Framework

Spread Some Sunshine Charity is committed to complying with:

- The Fundraising Regulator's Code of Fundraising Practice
- Charity Commission guidance on fundraising and trustee duties
- All relevant charity law and regulations
- Data protection and privacy legislation

## 4. Guiding Principles

In line with the Code of Fundraising Practice, all fundraising activities will be conducted with:

- Honesty: Being truthful about who we are, what we do, and why we are fundraising
- Openness: Providing clear and accessible information about our work and finances
- Respect: Treating donors and the public fairly, politely, and with dignity
- Fairness: Ensuring no one is misled, pressured, or exploited
- Accountability: Trustees taking responsibility for fundraising oversight and compliance

## 5. Trustee Oversight and Responsibility

- Trustees have ultimate responsibility for all fundraising activities, including those carried out by third parties.
- Trustees will ensure fundraising is in the best interests of the charity and consistent with its values.
- Fundraising risks, complaints, and performance will be reviewed regularly by the board.

## 6. Use and Management of Funds

- Funds raised will be used solely to further the charitable purposes of Spread Some Sunshine Charity.
- Restricted donations will be used only for the purpose specified by the donor.
- The charity will maintain accurate financial records and apply appropriate financial controls.



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## 7. Fundraising Communications and Methods

In accordance with the Code of Fundraising Practice:

- All fundraising communications will be truthful, accurate, and not misleading.
- The charity will clearly identify itself and the purpose of the fundraising appeal.
- We will not exaggerate need, urgency, or impact.
- Fundraising methods will be proportionate, respectful, and appropriate to the audience.

## 8. Respect for Donors and the Public

- Donations are voluntary, and individuals will not be subjected to undue pressure.
- Requests to stop or limit contact will be respected promptly.
- Donors may remain anonymous if they wish.
- Supporter data will be handled securely and in line with data protection legislation.

## 9. Protection of Vulnerable People

In line with the Code's requirements:

- We will take reasonable steps to identify and protect vulnerable people.
- We will not knowingly solicit donations from individuals who lack the capacity to make informed decisions.
- Fundraising will cease immediately if there is concern that a person is being distressed or pressured.

## 10. Working with Third-Party Fundraisers

- Any third party fundraising on behalf of the charity must comply with the Code of Fundraising Practice and this policy.
- Written agreements will be in place where required.
- The charity will monitor third-party activity to protect supporters and the charity's reputation.

## 11. Acceptance and Refusal of Donations

Spread Some Sunshine Charity reserves the right to refuse or return donations where:

- The source of funds is illegal or unethical
- Acceptance could compromise the charity's integrity, independence, or reputation
- Conditions attached conflict with the charity's purposes or values

## 12. Complaints Handling

- The charity has a clear and accessible fundraising complaints procedure.
- All complaints will be handled promptly, fairly, and transparently.
- Complainants will be informed of their right to escalate unresolved complaints to the Fundraising Regulator.
- Complaints will be logged, reviewed by trustees, and used to improve practice.

## 13. Monitoring and Review

- Compliance with this policy and the Code of Fundraising Practice will be monitored by the trustees.
- The policy will be reviewed regularly and updated in response to changes in legislation, guidance, or fundraising activity.

## Approval and Review

**Approved by:** Board of Trustees, Spread Some Sunshine Charity

**Date of Approval:** January 2026

**Policy Owner:** Board of Trustees

**Review Frequency:** Every 2 years (*or sooner if required*)

**Next Review Date:** January 2028