

Fundraising Policy Aide Memoire

Version 2: Effective from: **23 April 2018**

This Fundraising Aide Memoire was prepared following the Etherington Report into Charitable Fundraising Standards. It includes:

- A Policy Statement - providing direction to members that we all agree to embrace in our fundraising efforts;
- A Statement of Ethics – the standards that Cobseo expects of its members; and
- A Summary of Assistance – the sources available to members to ensure that the highest of standards are maintained.

Fundraising standards are recognised as an important issue to be designed and implemented to balance properly and sensitively the commitment and respect of those who support charities through funding whilst avoiding undue interference and intrusion to donors. Individual members have a responsibility to uphold these standards. To support the membership to advocate the integrity of the military charities sector, Cobseo will update this aide memoire as appropriate in line with changes in the regulations.

This policy is applicable to charities who fundraise as an active element of their financial operations.

Cobseo Fundraising Policy

Trustees of charities (or for charities without a Trustee Board, those who serve on its governing body) must have regard to UK (where relevant home nation) guidance and regulations overseeing the fundraising activities by their charity and any third parties fundraising on the charity's behalf.

Cobseo requires all Member organisations, full or associate, engaged in fundraising to be formally associated with the Fundraising Regulator and, where appropriate, the relevant home nation fundraising regulatory or oversight body. This requirement does not apply to Member organisations who undertake no fundraising directly or through third parties from any source regulated by a regulatory body.

Membership of the Institute of Fundraising by charities engaged in fundraising is regarded as best practice (www.institute-of-fundraising.org.uk/code-of-fundraising-practice) and is recommended, though not mandated, to Cobseo Member organisations.

Our Fundraising Ethics

Donors to all causes sometimes worry about whether charities are ethical in the way they raise money. For the Member organisations of the Cobseo, in keeping with Confederation's values, the work of all our members will be **legal, open, honest** and **respectful** and in full compliance with fundraising legislation. For organisations registered in England, Wales and Northern Ireland (and Scotland if they fundraise in one or more of the other home nations) the requirements of the Fundraising Regulator, laid down in its Code of Fundraising Practice and successor publications, are to be followed.

Fundraising by charities **registered in Scotland and only operating in Scotland** will maintain full compliance with the requirements of Scottish charity law and the system of self-regulated fundraising

through the Scottish Fundraising Standards Panel and their Fundraising Guarantee Statement (<https://www.goodfundraising.scot/fundraising-guarantee>).

Member organisations will:

- regularly review the ethics of their fundraising methods
 - ensure all requests for funds are truthful and accurately describe the charity's work and the intended uses and destinations of the donation
 - ensure donations are used to support the published purposes of the charity and in line with the purpose for which they are solicited
 - ensure a clear explanation is given on how to make, change or stop a gift or regular donation
- keep spending on fundraising and administration as low as is cost-effective for sustainable and accountable operations
- comply with the highest legal, accounting and ethical standards and be fully transparent
 - member charities will regularly report on their financial activities publishing all accounts, with notes annually on their website
 - will make clear the percentage of income spent on raising funds
 - will make clear the percentage of income spent on administration
- ensure all requests for funds respect the dignity and privacy of those who may benefit from the donation and the dignity and privacy of potential donors, including respecting the decision of those who wish to cease giving
- if utilising commission based fundraisers, make clear to a potential donor whether the fundraiser will benefit personally from any funds raised, and to what extent
- disclose any conflicts of interest that may arise whilst fundraising
- ensure all trustees, staff, contractors and volunteers involved in fundraising receive appropriate training and written instructions on the acceptable approaches to fundraising that are consistent with the requirements of the regulatory bodies
- have a procedure in place for dealing during fundraising with people found to be in vulnerable circumstances
- undertake to hold securely personal data on those giving donations and gifts.

Member organisations will not:

- exaggerate facts relating to the potential beneficiary
- encourage unrealistic expectations of what a gift will achieve
- be over-persistent or place undue pressure on donors when fundraising
- denigrate other individuals or organisations
- claim activity that another charity has done or contributed to without acknowledgement
- sell lists of donors
- exploit the naivety, lack of knowledge, apparent need for support or vulnerable circumstance of any donor at any time
- accept donations from a source that is said to be ethically dubious, or whose behaviour is inconsistent with the aims of the charity.

Advice, Assistance and Training

The Fundraising Regulator provides advice on regulatory compliance, and enforces good compliance, for the charity sector (www.fundraisingregulator.org.uk) in England, Wales and Northern Ireland and cross-nation fundraising for charities registered in Scotland.

Charity Commission (www.gov.uk/government/organisations/charity-commission) offers advice and guidance for charities registered in England and Wales in its Code of Governance, Guidance for Trustees (ref: CC20) and the Essential Trustee Guide (ref: CC3).

For Charities registered in Scotland, the following OSCR guidance provides information on the legal requirements of Scottish charity law in relation to fundraising and charity trustee duties:

- [Interim Fundraising Guidance](#)
- [Guidance and Good Practice for Charity Trustees](#)

For Charities registered in Northern Ireland, the Code of Good Governance and the Charity Commission for Northern Ireland's "Running your Charity" Guidance set out the principles and key elements of good governance for the boards of voluntary and community organisations.

Cobseo is a Confederation that actively shares knowledge and activities for the benefit of the Armed Forces community. Cobseo funded training events, reinforced by members' events, are made available annually for staff, executives and trustees. A diary of training events is published on the Cobseo website: <https://www.cobseo.org.uk>.

Members organisations who have had notable success or difficulty with fundraising are free to submit advice and tips to Cobseo for future dissemination to other Members.

Cobseo

2nd Floor
Mountbarrow House
6-20 Elizabeth Street
London
SW1W 9RB

Tel: 0207 811 3225
enquiries@cobseo.org.uk
www.cobseo.org.uk