



Ethical Fundraising Policy



INTRODUCTION

Evergreen Care UK (ECUK) is committed to ensuring that fundraising activities are carried out in an ethical manner. The organisation is also mindful of the need to be involved in activities that are materially consistent with Christian values.

To help guarantee the availability of ongoing funds to pay for its work ECUK aims to maintain a broad base of different sources of funding. The organisation wants to ensure clarity and openness to all our stakeholders.

ECUK has a responsibility to its stakeholders and participants to consider the ethical issues that may arise in working with or accepting funding from an organisation/individual(s) and the associated risks.

The organisation actively seeks opportunities to work together with external organisations and individuals to achieve shared objectives. However, it is vital that ECUK maintains its independence and does not allow any external partnership to bring the name of the organisation into disrepute.

STANDARDS

The organisation will adhere to the following standards:

- a. Fundraising activities carried out by ECUK will comply with all relevant laws.
- b. Any communications to the public made in the course of carrying out a fundraising activity shall be truthful and non-deceptive.
- c. All monies raised via fundraising activities will be for the stated purpose of the appeal and will comply with the organisation's stated mission and purpose.
- d. Nobody directly or indirectly employed by or volunteering for ECUK shall accept commissions, bonuses or payments for fundraising activities on behalf of the organisation unless they are employed or contracted for the purpose of fundraising and in such situations will only be given payment and not commissions or bonuses.
- e. No general fundraising activities shall be undertaken by telephone or door to door unless part of a particular agreed fundraising activity.
- f. Fundraising activities shall not be undertaken if they may be detrimental to the good name or community standing of ECUK.
- g. Financial contributions will only be accepted from companies, organisations and individuals the Trustees consider ethical. The organisation will not accept any funding from companies directly involved in activities that run contrary to its overall charitable objectives/vision/aims.

CONDITIONS

The organisation accepts financial support from individuals and works in partnership with organisations on the following conditions:

- a. There are strong grounds for believing that it will result in a benefit to ECUK's beneficiaries.
- b. The Trustees and Chief Executive are satisfied that no adverse publicity will result from accepting such support.
- c. The organisation will not knowingly purchase goods and/or services produced and delivered under conditions which involve any form of abuse or exploitation of third parties.
- d. There is no attempt on the part of the organisation or individual to influence ECUK's policy or actions either explicitly or implicitly.
- e. The initiatives do not compromise the independent status of ECUK.



ACCEPTANCE CRITERIA

When deciding whether to accept any particular donation, Trustees and the Chief Executive have a duty to demonstrate to the Charity Commission that they have acted in the best interest of the charity, and that association with any particular donor does not compromise the organisation's ethical position, harm its reputation or put future funding at risk. The organisation must comply with all relevant legislation, including money laundering rules, the Bribery Act and Charity Commission guidance, including terrorism and political activity.

ECUK would therefore not accept any of the following where the donation:

- was known to be associated with criminal sources and/or illegal activity.
- would help further a donor's personal objectives, which conflict with those of ECUK.
- would lead to a possible decline in support for ECUK, and so risk a fall in the resources available to fund its work or damage its longer-term fundraising prospects.
- would otherwise impact adversely on ECUK's reputation.
- accepting a donation from any particular source was inconsistent with Government policy.

FURTHER POINTS

The organisation recognises that, in accepting funding from statutory bodies, it must consider the policy implications and obligations that might be tied to it and ensure that these do not contravene the aims of ECUK.

The organisation can seek to raise funds from a series of charitable Trusts and Foundations, but recognises that, simply because these have been registered with the Charity Commission it does not mean that they are ethical givers. The organisation therefore does not accept money from any Charitable Trust if it is a requirement of grant receipt to advertise any company or organisation whose activities run contrary to the organisations aims.

The organisation will maintain accountability and open and honest relationships with all its partners by regularly monitoring and evaluating its work.

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