

# Ethical Fundraising Policy

May 2020

The logo for Brandon Centre is a light blue, rounded rectangular shape with a white background. It contains the text "Brandon Centre" in a bold, dark blue font, with "Here for Young People" in a smaller, dark blue font below it.

**Brandon  
Centre**  
Here for Young People

# 1. Introduction

This policy seeks to assure that our work is funded ethically.

The policy sets out our donor criteria for individuals, companies and grant giving bodies, and the process we follow to review funding opportunities, making our expectations clear to all our stakeholders.

True to our Brandon Centre identity and values, by ethical fundraising we mean avoiding funding relationships with organisations or activities that harm young people, families and communities.

# 2. Policy Statement

BC SIT has been developed in accordance with NICE guidelines for treatment. The principle objective of the Brandon Centre is to maintain and develop an accessible and flexible professional service in response to the psychological, medical, sexual and social challenges of young people under 25 years. We need to attain diverse income sources from varied sources to achieve and sustain our mission. However, it is vital that we maintain our independence and do not allow any external partnership or donor alignment to bring The Brandon Centre's reputation into disrepute or compromise the integrity or quality of our work.

We accept therefore financial support from, and partnerships with, companies, individuals and grant giving bodies on the following conditions:

- It will benefit our young people in line with our charitable objectives
- There is no known risk of adverse publicity
- There is no attempt to influence our Brandon Centre policies or decisions
- There is no known threat to our independence

If upon review by the Brandon Centre Business Development & Fundraising Sub Committee, CEO and Head of Finance that there are any of these criteria in question a full risk assessment will be undertaken and reviewed by Brandon Centre Board for a final decision.

### 3. Donor Criteria

The following criteria, together with the risk management process, provide a route by which the Trustees and the Senior Management Team can review and assess donations:

- Brandon Centre will not promote any products or services knowingly linked to the harm or detriment of young people, their families.
- Brandon Centre will have direct access to its database, target groups and beneficiaries. In accordance with regulations third parties will not be granted access.
- To ensure that all cause-related promotions reflect our organisational values, any such initiatives will be reviewed by the relevant Brandon Centre governance committee for final decision and ratified by our Board.

### 4. Avoidance Criteria

Brandon Centre will not accept financial or pro-bono support, and will not knowingly prospect from individuals, companies or grant giving bodies knowingly involved with any of the following activities:

- Manufacture of tobacco or alcohol
- Production and sale of pornography
- Manufacture of arms
- Human rights violations, including but not limited to child labour, exploitation or other forms of abuse to children
- Activities, literature or policies that promote prejudice based on gender, ethnicity, faith or discriminate against people with disabilities or LGBTQ communities.

### 6. Acceptance Criteria

When deciding whether to accept a donation, the Chief Executive and the Trustees 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 or organisation does not compromise our Brandon Centre ethical position, harm our reputation or put future funding at risk. Brandon Centre complies with all relevant legislation including money laundering rules, the Bribery Act and Charity Commission guidance, including terrorism and political activity.

Brandon Centre therefore would not accept a donation which:

- Was known to be associated with criminal sources or obtained from criminal acts including terrorism

- Would help further a donor's personal objectives which conflict with those of the Brandon Centre
- Would lead to any detrimental impact on public support for Brandon Centre or risk a fall in the resources available to fund our work

Would otherwise significantly damage our reputation.

## **7. Transparency**

Brandon Centre will publish this policy on our website and list one-off donations equal to or greater than £5,000 in our annual report and accounts unless the donor has specifically requested that the donation be kept private. All private donations must be in line with this policy.

## **8. Our Wider Relevant Policies**

- Data Protection Policy
- Diversity and Inclusion Statement
- Feedback Compliments and Complaints Policy
- Privacy Policy

***Julia Brown***

May 2020