



## **Fundraising Policy and Procedure** **Agreed by Charitable Funds Committee, 20/10/16**

This paper sets out detailed guidance relating to the collection and receipt of donations. It supercedes previous guidance published in the CFR handbook.

### **1. Overview**

The charity's income will derive from a number of sources:

- Unsolicited donations
- Gifts in Kind
- Proceeds of fundraising events organised by the charity
- Proceeds of fundraising undertaken on behalf of the charity by CFRs
- Proceeds of fundraising events undertaken by volunteers in aid of the charity
- Collection boxes
- Corporate donations
- Proceeds from partnerships with fundraising organisations (initially Bag it Up, Sterling Lotteries, Discover adventure and Easy Fundraising)
- Grants
- Gift Aid
- Legacies

### **2. Basic do's and don'ts**

2.1 The charity is governed by a rapidly evolving set of regulations and guidance in the wake of the establishment of the Fundraising Regulator and Fundraising Preference Service (FPS). Anyone undertaking any fundraising activity on behalf of the charity who is in any doubt at all about whether their planned activity complies with the requirements of these two bodies should contact the Charity Office for advice before embarking on that activity.

2.2 All funds raised in the name of the charity or the CFR schemes it supports must be paid into the charity's bank account.

2.3 The charity will not accept donations from organisations whose income is primarily from the following sources:

- Gambling companies/organisations (other than the charity's own Unity lottery)
- Companies/organisations associated with the tobacco or tobacco replacement industry
- Companies/organisations associated with the 'leisure use' drug industry
- Single issue organisations that could be associated with lobby groups or potentially bring the SCAS into disrepute
- Political parties
- Any other donor with whom an association might potentially bring SCAS into disrepute.

2.4 The charity will not undertake door to door collections.

2.5 Mailouts of any scale soliciting funds can only be sent out by the Charity Office, to ensure compliance with the requirements of the FPS.

### **3. Fundraising undertaken by CFRs**

3.1 CFRs may employ a wide range of fundraising techniques including events, collection boxes, grants, gifts in kind, corporate donations, individual donations, raffles and legacies. The whole of this document applies to CFRs, but this section deals with circumstances that will only be applicable to them.

3.2 Schemes have been provided with a logo, and with a wide variety of charity branded artwork, and this should be used to support all scheme promotion and fundraising from now on. It can be augmented by generic CFR materials developed in conjunction with O2, which incorporate the SCAS crest. The SCAS Crest can also be used on uniforms and vehicles, but cannot be incorporated into logos or used in any other circumstance.

3.3 Schemes have been issued with clear guidance on how to order any fundraising goods they require.

3.4 Schemes should adhere to the guidance set out here for Trust staff, and if in any doubt should contact the Charity Office for advice.

3.5 Schemes should pass on the contact details of all donors (where these are known) to the charity office so that the Charity Officer can issue a thank you letter and invite the donor to opt into the charity database. This includes corporate donors, grant makers and providers of gifts in kind.

3.6 A paying in book has been ordered for every scheme, so that schemes can bank funds raised in a way that the Charity Office can audit effectively. Any scheme not yet in possession of its paying in book should contact the Charity Officer as soon as possible.

3.7 Schemes have been supplied with charity branded templates for thank you letters, receipts and Gift Aid forms. Every donation should be followed up by the scheme with a thank you letter, a receipt and a gift aid form, and a copy of the receipt should be sent to the Charity Officer to assist with the accurate reconciling of donations to schemes.

3.8 CFR schemes should encourage their fundraisers to register fundraising events using the Event Registration form available on the charity website, so that the charity office can support/advise on /approve plans as required.

### **4. Unsolicited Donations**

4.1 Unsolicited donations are normally received by the Patient Experience Team, and it has been agreed with them that they will:

- Send thank you letters for donations on the charity letterhead with a receipt and a gift aid form.
- Send a copy of every receipt issued to the Charity Officer, attached to the relevant donation when that is sent to her for banking.
- Include a reference to the charity in all correspondence replying to compliments.
- Put a link to the charity website and newsletter sign up button in email footers.
- Be set up as users on the charity database, so that they can then also log details of donors you are communicating with straight into the database once we have that up and running.

4.2 Where unsolicited donations are received by any other employee, the recipient should notify the Charity Officer as soon as possible by emailing [marianne.hawke@scas.nhs.uk](mailto:marianne.hawke@scas.nhs.uk) or phoning 01869 365076 and make arrangements for passing the donation to her for banking. If possible the information passed to the Charity Officer should include:

- Name and address of the Donor
- Amount of donation
- Nature of donation (cash/cheque/ Charities Aid Foundation Voucher etc)
- Any requests made by the donor in relation to the donation
- The motivation behind the donation.

4.3 The Charity Officer will:

- Bank the donation
- Log the details on the database
- Thank the donor, issue a receipt and make a Gift Aid request
- Ask the donor to opt in to receive contact from the charity in the future.

## **5. Gifts in kind**

5.1 The charity will receive gifts in kind where these:

- Directly support delivery of the charity strategy (e.g. a defibrillator; a scheme vehicle; time allowed for volunteering by an employer.)
- Can be used to raise funds for the charity (eg items to be raffled or auctioned)
- Enable the charity to thank its volunteers by allowing them to enjoy an offer of hospitality.

5.2 The charity and its volunteers should refuse gifts:

- Where acceptance may give rise to, or foster the suspicion that, acceptance may lead the Trust, its employees or its volunteers to show favour or disadvantage to any person or organisation
- That are intended for the personal use/benefit/enjoyment of the individual receiving the gift rather than being a donation to the charity.

5.3 The charity has a duty to protect the reputation of the Trust, and all offers of gifts in kind and hospitality that exceed normal, reciprocal provision of sandwiches/coffee etc at a meeting or event should be referred to the Charity Office for approval before being accepted. This will enable the charity effectively to safeguard the Trust and itself against accusations of being open to undue influence and to manage potential conflicts of interest.

## **6. Proceeds of fundraising events**

6.1 When fundraising events are organised by the charity, the event plan must detail:

- How funds are being collected on the day, and who by
- The 2 people responsible for counting cash collected
- The arrangements for banking funds raised and/or notifying the Charity Officer
- Whether any plans for raffles or on street collections require a licence
- If a licence is required, evidence that it has been obtained.

6.2 Volunteers and staff organising fundraising events in aid of the charity must register their event with the charity using the Event Registration form available on the charity website, so that the charity office can ensure that the planned event complies with charity regulation and requirements, that the fundraiser is appropriately insured and can support/advise on /approve plans as required.

## **7. Grants**

- 7.1 Anyone making a grant application on behalf of the charity should send a draft of the application form to the Charity CEO for checking and approval before it is submitted. The only exception to this rule is when CFR schemes are making applications for sums of less than £5k to local branches of grant giving bodies such as the Masons or Rotary.
- 7.2 The outcome of *all* grant applications should be shared with the Charity Office, regardless of whether the application was successful. This will allow accurate data to be captured and analysed, which will inform future fundraising.

## **8. Corporate donations**

- 8.1 Anyone planning to approach a commercial or corporate partner to solicit sponsorship, a donation of cash, fundraising activity or a gift in kind should contact the Charity CEO before any such approach is made. This is to ensure that the planned ask is appropriate, to ensure effective co-ordination of such approaches and effective capturing and analysis of data that can then be used to inform future fundraising.
- 8.2 The only exception to this rule is when CFR schemes are seeking support with a value of less than £2k from local businesses in their community.
- 8.3 The outcome of all approaches to corporate partners should be shared with the Charity Office, regardless of whether the approach was successful. This will allow accurate data to be captured and analysed, which will inform future fundraising.
- 8.4 Anyone who is contacted by an outside organisation wishing to sponsor or make a donation should refer the organisation to the Charity CEO who will be responsible for ensuring that the gift.

## **9. Legacies**

- 9.1 Any enquiry from an individual seeking information about making a bequest to the charity should be referred to the CEO of the Charity, who will follow up with the individual concerned.

## **10. Collection boxes**

- 10.1 The charity has purchased a database that incorporates a collection box management module. This will allow us to track, for every box:
- The location
  - The person responsible for placing it and collecting it, and their contact details
  - The date it is due to be collected and emptied
  - The arrangements for witnessing the counting of cash
  - The agreed banking procedure for cash collected
  - The arrangements for re-sealing and re-siting the box
  - The amount generated from each box.
- 10.2 As soon as the database is up and running CFR schemes will be asked to recall all old boxes and to replace them with new ones bearing the new charity branding.