

# Sunbeams Play

Registered Charity No. 1152188

## 51. Ethical Fundraising Policy

### Introduction

To help guarantee the availability of ongoing funds to pay for our work, Sunbeams aims to maintain a broad base of different sources of funding. The purpose of this policy is to ensure clarity and openness with regards to how and when we can accept support.

A majority of our supporters are grant makers, as well as fundraising events by Sunbeams and members of the general public.

Sunbeams will not allow any supporter to compromise their independence and all supporters, and staff associated with these supporters, must be clear that the positions Sunbeams take are based on their independent assessment of the most effective way to advance their mission - they are not constrained in any way by the policy or priorities of any organisations or individuals that support us.

### Policy

All fundraising activities by Sunbeams Play will be legal, decent, honest and transparent; and fully comply with our ethical fundraising policy and the Charity Commission guidelines and regulations.

All fundraising activities will be in pursuit of the declared aims and objectives of the Sunbeams Play Board of Trustees.

All grants are placed in a restricted bank account and monitored with monthly reconciliation.

Wherever possible the funding will be used as stated within the signed acceptance agreement with individual donors. Where this is not possible donors will be contacted to discuss alternative use or returning of funds.

All fundraising activities held by Sunbeams Play will be discussed with the Trustees.

Sunbeams Play holds a certificate to enable raffle and bingo activities.

Adult and youth volunteers are encouraged to take part in fundraising activities and are provided with identity badges for security.

Recognition of grants and donations are carried out on our website, social media and newsletters.

All money raised from donations and events are placed in the restricted funds account under self-restricted until specific area of need is agreed.

## **Purpose**

The purpose of this document is to:

- Help ensure that funding relationships do not indirectly support activities that are counter to our mission.
- Protect our reputation, by supporting decision-making on funding opportunities.
- Provide guidance on the types of companies, funders and fundraising events that we will or will not be associated with in pursuing fundraising to support delivery of our mission.

## **Responsibility**

This policy has been agreed and held by the CEO & Board of Trustees, who are accountable for upholding it. All staff, particularly those in the core management team, have a responsibility for upholding the policy.

This statement of policy is meant as a working guide for Sunbeams. Any final decisions will be governed by the Board of Trustees. It is the duty of the Board to advise of any potential conflicts of interest with regards to funding or partnerships, and for the Board to always act in the best interests of Sunbeams.

## **Guidance**

Sunbeams has a responsibility to their staff, service users, supporters, and partners, to consider the ethical issues that may arise in working with or accepting funding from an organisation or individual and the associated risks to their mission and reputation. Sunbeams actively seeks opportunities to work together with external organisations and individuals to achieve shared objectives. However, it is vital that Sunbeams maintain independence and do not allow any external partnership to bring their name into disrepute.

Donations, funding, and partnerships which may pose a reputational risk to us include those which could lead to negative publicity and:

- The loss of donations from other supporters
- The loss of volunteers whose services would be of equivalent or greater value than the gift or partnership
- The loss of staff or the inability to recruit staff with the necessary skills and dedication.

This document provides guidance for staff. If in any doubt, or where new issues or potential issues arise, staff should raise concerns with the board of trustees.

## **Areas of activity**

The Sunbeams Play fund raising policy will involve three principal areas of activity:

### **Bid writing**

- An approved team will make applications to relevant national and regional funding organisations.
- All bids will be agreed and overseen by a named bid writer to prevent duplication.  
Current named persons are:
  - \* Sarah Southernwood
  - \* Susan Carr
- All grants received will be listed and monitored clearly showing expenditure/use.

Locally based fundraising activities within the regional and local community including but not limited to:

- Fetes
- Bingo

- Raffles
- Auction
- Craft fair
- Stands
- Bag packing

Donations – financial and goods

- Donations of goods suitable to use as prizes are accepted from families attending Sunbeams and members of the local community.
- Stores and organisations are approached to provide items suitable for raffle and game prizes.
- Letters are provided to volunteers to provide identity and information on the charities aims.

## **Acceptance Criteria**

When deciding whether to accept any donation, the Chief Executive and 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 donor does not compromise Sunbeams ethical position, harm its reputation, or put future funding at risk.

Fundamentally we need income to provide services to support our mission, so the decision to decline funding or support must be taken very seriously.

### **1. Financial support**

Sunbeams accepts financial support from, and partnership working with, companies and individuals on the following conditions:

- There are strong grounds for believing that it will result in a benefit to our beneficiaries.
- The Chief Executive and trustees are satisfied that there is no indication of the potential for adverse publicity that may result from accepting such support.
- There is no attempt on the part of the company or individual to influence our policy or actions either explicitly or implicitly.
- That initiatives do not compromise our independent status.
- The company does not participate in business practices that are counter to our mission.

### **2. Cause-Related Marketing, Affinity Marketing and Product/Service Endorsement**

Cause-related marketing (CRM) is a mutually beneficial collaboration between a corporation and a nonprofit designed to promote the former's sales and the latter's cause. SUNBEAMS may want to enter a partnership of this nature on the following conditions:

- Potential partnerships of this nature must be approved at trustee level
- It is possible to enter a partnership of this nature with or without explicitly or implicitly inferring endorsement. The trustees will indicate which of the two will apply and where Sunbeams wish to enter a partnership of this nature without inferring endorsement a disclaimer statement to this effect will be included alongside any branding or associated products e.g. “The use of this logo does not imply any endorsement by Sunbeams of this company, it’s products or services.’
- Sunbeams will never provide access to our service user or donor data as part of an income generation partnership with an external organisation.

### **3. Trusts and foundations**

Sunbeams 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 does not mean that they are ethical givers.

Sunbeams will not accept money from any charitable Trust where its source funding is known to run contrary to our aims.

#### 4. Statutory bodies

Sunbeams 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 their aims.

#### Purchasing goods

Sunbeams will not knowingly purchase goods and/or services produced and delivered under conditions which involve any form of abuse or exploitation of third parties. Evidence (not exhaustive) of such abuse and exploitation includes:

- The use of child labour
- Failure to pay employees a minimum wage,
- Working hours are excessive,
- Evidence of any form of inhuman, unreasonable or discriminatory treatment of employees
- Undertake practices that violate human rights through environmentally unsustainable business practices.

Sunbeams expects suppliers to accept responsibility for labour and environmental working conditions under which products are made and services are provided, and to make written statement of intent regarding the company's policy.

#### Employment or training opportunities

Securing paid employment for our older service users is a key outcome across our support areas. We also believe that it is not our place to impose our organizational values on our service users. With these points in mind, where an organisation is offering employment opportunities (be those paid roles, training or work placements) for people from the autistic community, Sunbeams will work with that organisation for the purpose of supporting our service users into work.

This includes organisations listed on the avoidance list.

For those organisations listed on the avoidance list, Sunbeams will not promote the partnership and will use wording to the effect *“The use of this logo does not imply any endorsement by Sunbeams of this company, its products or services”* when communicating about the relationship.

#### Avoidance Criteria

In the table below;

- green organisations indicate those we are free to work with
- amber organisations require further discussion at trustee level
- red organisations we are unable to work with

If in doubt, the conversation should be raised at trustee.

Area	SUNBEAMS Rational
Involved in activities that run contrary to our overall charitable objectives / vision / aims	
Involved with human rights abuses or illegal activity.	
Instigate or repeat views of an inflammatory or derogatory nature concerning someone's race, gender, disability, sexual orientation, religion,	

culture, or any other aspect of that person's life which may be counter to the our purposes and values.		
Animal testing		
Pornography or the sex industry		Risk to our reputation
Cryptocurrency		Awareness of environmental impact
Intensive Farming		
Manufacture of environmentally hazardous products or chemicals		
The manufacture of tobacco		
Alcohol manufacturing		
Gambling		Known issue for some older service users. Amber rather than red as could be wide category including organisations that support raffles / fundraising

## Due Diligence

Due diligence is a process to satisfy legal and ethical obligations. It includes checking the identity of donors and partners to ensure there are no conflicts (or potential conflicts) of interest and carrying out such research to guard against legal and reputational risk.

It is not expected that Sunbeams undertake due diligence on every donor. Where the size or nature of the donation is significant, or there is any suspicious characteristics, Sunbeams will use 'Know Your Donor' principles developed by the Charity Commission:-

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/550694/Tool\\_6.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/550694/Tool_6.pdf) as a guide.

Sunbeams will carry out due diligence on donations of:

- £10,000 or more from individuals
- £50,000 or more from grant-making trusts
- £50,000 or more from unsolicited corporate donations

In line with Charity Commission guidance, if a donation of £25,000 or more is received from an unknown or unverifiable source, it is to be reported to the Charity Commission as a serious incident. N.B. This only applies when the donor is completely anonymous, not when the donor is known to Sunbeams but wishes to remain publicly anonymous.

## Legal Framework

- Code of Fundraising Practice Oct 2019
- Charities Act 2016

This policy will be reviewed yearly (or sooner if new legislation is introduced).

This policy was adopted on	20 <sup>th</sup> April 2015
Policy updated	24 <sup>th</sup> May 2024
Date to be reviewed	April 2025
Signed on behalf of the management committee	
Name of Signatory: Susan Carr	
Role of Signatory: Manager	

Reviewed By	Date
Sue Carr	24/05/2024