



1. Scope

This policy applies to the Trustees, Directors, casual, permanent, contract staff and volunteers. It has particular pertinence to the fundraising team.

2. Purpose

The purpose of this document is to identify Acacia Family Support's position on fundraising practice and to document the standards expected in raising funds from the community. It also sets out the charity's position regarding receiving financial contributions that are considered both ethical and in line with its Christian ethos and values.

The Board of Trustees of Acacia Family Support is committed to ensuring that fundraising activities are carried out in an ethical manner.

It is important that our fundraising methods reflect our values. Acacia Family Support is a faith-based Christian organisation. It is important that our fundraising methods and financial contributions reflect our Christian ethos and values. We are an inclusive Christian organisation committed to providing community-based activities and befriending services to families living with pre and postnatal depression and anxiety.

3. Policy

Acacia Family Support's guiding fundraising principle/policy is a simple one – we will only use techniques that we would be happy to be used on ourselves.

In doing so, the organisation will adhere to the following standards:

- Nobody directly or indirectly employed by or volunteering for Acacia Family Support shall accept unauthorised commissions, bonuses or payments for fundraising activities on behalf of the organisation.
- No general solicitations shall be undertaken by telephone or door-to-door.
- Fundraising activities should not be undertaken if they may be detrimental to the values, mission or Christian ethos of Acacia Family Support.
- Financial contributions will only be accepted from companies, organisations and individuals the Board of Trustees considers meet the Donor Criteria below.
- Fundraising activities carried out by Acacia Family Support will comply with all relevant laws, with specific regard to legislation regarding data protection and Gift Aid, and with the Institute of Fundraising's Code of Fundraising Practice and its associated guidance.
- Acacia Family Support will not solicit funds from families that are currently in receipt of the available services.
- Acacia Family Support will maintain its registration with the fundraising regulator and thus demonstrate our commitment to abide by both the Code of Fundraising Practice and to the Fundraising Promise.
- Acacia Family Support will comply with the requirements of the Charity Commission in order to give our donors confidence in our integrity and transparency.
- Any communications to the public made while carrying out a fundraising activity shall be open, honest and respectful. No undue pressure will be used to solicit donations.



- 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. Acacia Family support will provide reporting as required by donor organisations.
- All personal information collected by Acacia Family Support is confidential and is not for sale or to be given away or disclosed to any third party without consent.
- Acacia Family Support will respect supporters' preferences for contact and will not intrude on supporters' privacy or persist in contact when a donor has asked us to cease.
- No-one employed by Acacia Family Support will accept a donation from anyone they feel may be vulnerable and therefore may lack the capacity to make an informed decision to donate. Any concerns about the capacity of individual donors should be raised immediately using our Complaints Policy or by getting in touch with the Acacia Business Director on 0121 301 5990. In cases of doubt or disagreement, donations from individuals of questionable capacity will not be accepted. A donation made by a person who lacked capacity at the time of their donation will be returned to the donor.
- Fundraising activities should not be undertaken if they may be detrimental to the good name or community standing of Acacia Family Support
- Fundraising staff and volunteers will adhere to Acacia Family Support's Code of Conduct.
- Any concerns about the conduct of fundraising staff and / or volunteers should be escalated using the Whistleblowing Policy.
- Any complaints or concerns about fundraising activities should be raised through our Complaints Policy.

Donor Criteria

The following criteria shall be overseen by the Board of Trustees and will provide a route by which Acacia Family Support can review and assess donations.

- Where donors might wish to influence our work in a way that goes against our mission and values.
- Where it is considered that the funds are raised in an unethical way. For example, a clothing company might be using child labour to make its clothes.
- Where the fundraising activity conflicts with our Christian ethos and beliefs.
- Who discriminate against certain members of society on any grounds.
- Acacia trustees reserve the right not to promote particular organizations, businesses or activities which could conflict with the understood values of this organization.

Fundraising values

We believe that there should be a good balance between rationality and emotion in any fundraising proposal.

- We believe that God has spoken Acacia Family support into being and that He will provide for us. Finances, prayer and time are all forms of support and are of equal importance.
- We will thank supporters for each donation, unless a supporter has indicated that they would not like their gift acknowledged.
- We will seek to inform supporters of the impact of their giving on beneficiaries.
- We will seek to provide the best possible service to supporters, irrespective of the value of their donation.
- We will seek to be truthful in all our fundraising propositions.



- We will honour supporters' wishes in how their gifts are to be used, whilst making it clear how the greatest impact on beneficiaries would be achieved.

In our communication:

- We will represent the needs of our service users as real individuals
- We will look beyond the surface issues, to educate and inform our supporters about the impact of perinatal mental illness.
- When we quote, we will quote from named individuals, to respect their dignity.
- In our visual images, our overriding principle is to maintain respect and dignity in our portrayal of people and situations. We do not exploit the subject

Responsibilities

The Board of Trustees is responsible for the implementation and review of this policy.

Application

Procedure for correct application of the policy will be agreed in association with the Chair of Trustees.

If it is unclear whether a donor or donation is aligned to Acacia's Christian ethos and values, before accepting the donation or making an appeal, further consideration and clarification should be sought via Acacia's leadership team and the Trustee funding sub-committee.