



FUNDRAISING POLICY

1. Policy Statement

Making Connections adheres to best practice in fundraising and, specifically, to all relevant sections of the Guidelines for Charitable Organisations on Fundraising from the Public published by the Charities Regulator, 2017.

Fundraising from the public will be conducted in an open, transparent, honest, respectful and accountable manner. Fundraising exists only to support the overall mission and charitable purpose of Making Connections. The charity's trustees have overall responsibility and accountability for Making Connections and this includes fundraising activities.

Making Connections also commits to the following:

Respect:

- All fundraising will respect the rights and dignity of donors, beneficiaries and the public.
- Fundraising activities will not be unreasonably persistent, intrusive or place undue pressure on people to donate. Should someone not wish to donate, or wish to cease making a donation, that decision will be fully respected.
- Beneficiaries will not be presented in a disrespectful way in promotional activities and, where possible and appropriate, beneficiaries will have an input into the promotional strategies of the charity.

Honesty and Integrity:

- Fundraising will occur in an honest and truthful manner.
- Fundraisers will act with integrity and not misrepresent the charity, its need for funds or how they will be applied.
- Questions about fundraising activities and fundraising costs will be answered honestly and in a timely manner.
- Information about the charity's charitable purpose and activities will be made freely available.
- Charitable donations and gifts will be used for the purposes for which they were donated.

Transparency and Accountability:

- The charity will take responsibility for its actions and will be capable of explaining, clarifying and justifying those actions.
- The charity's trustees and management will explain and account to donors and the public for the charity's actions.
- The charity will operate in an open, frank and honest way and will ensure that transactions, operations, information and communications are easily understood by donors and the public alike.
- The charity will clearly communicate to donors and the public the cause for which the fundraising is occurring and how donations are used.

- The charity will provide ways whereby those interested can easily contact the charity.
- The charity will address complaints in a timely and transparent manner.

2. Donors

Making Connections takes all reasonable steps to treat donors fairly, enabling donors to make informed decisions about any donations. This takes into account the needs of a potential vulnerable donor who, due to his or her circumstances, may require additional care and support to make an informed decision.

Making Connections will not exploit the credulity, lack of knowledge, apparent need for care and support or vulnerable circumstances of any donor at any point in time. If there are reasonable grounds for believing that an individual lacks capacity to make an informed decision to donate, a donation should not be taken. A donation given by someone who lacked capacity at the time of donating will be returned.

3. Complaints

Complaints from the public or donors will be responded to and addressed promptly and within a specified time frame. Where the charity's initial response does not satisfy the complainant, the charity will provide clear information about the next level of the complaints procedure, as applicable.

If an individual is not satisfied with the manner in which their complaint is handled by Making Connections, they may raise a concern with the Charities Regulator.

4. Board/Trustees Responsibilities

The Board/Trustees of Making Connections will ensure that:

- Clear reporting procedures are in place, which will include guidance on specific matters to be reported to the trustees;
- Trustees receive regular and fully documented reports on agreed matters, presented in a way that they can understand and use and which allows them to exercise proper oversight;
- Fundraising is handled in a transparent, effective and efficient manner, in line with an agreed plan;
- Procedures are in place to enable donors, potential donors and the public to notify the charity of their questions, comments or complaints related to fundraising and systems are in place to ensure that all feedback, in particular any complaint, is responded to and addressed within a specified time frame, and;
- Fundraising strategy and operations are reviewed and audited on a regular basis.

5. Management Responsibilities

The Board/Trustees of Making Connections may delegate certain responsibilities to management, including the responsibility for organising or managing fundraising campaigns. Management will ensure that:

- Fundraisers are aware of and can generally communicate the charitable purpose of the charity and of the specific fundraising efforts in which they are involved;
- Fundraisers provide clear and adequate written or verbal information to donors and the public regarding the nature and type of follow up contact that they can expect from the charity, such as telephone calls, texts and the frequency of planned communications;
- There is no misleading or ambiguous information in any of the charity's fundraising communications;
- Procedures are implemented and safeguards are in place to ensure that, to the fullest extent possible, caution is exercised when soliciting from people who may be considered vulnerable, including from minors.

6. Fundraisers

Making Connections will ensure their fundraisers (voluntary, paid or third party agents) are respectful, honest, transparent and comply with all applicable legal requirement when fundraising on behalf of the charity

7. Data Protection/GDPR

Making Connections will ensure that:

- Information is fairly and lawfully collected and all donors are provided with adequate notice of how their personal data will be processed;
- Only the minimum necessary personal data will be sought;
- All personal data which can be identified or attributed to one or more individuals will be treated as confidential;
- If the charity has information about people and wishes to use it for a new purpose, it will give an option to individuals to decide if they wish their information to be used for the new purpose.

8. Financial controls

The Board/Trustees will ensure that:

- The charity keeps proper books of account, which correctly record and explain transactions;
- Internal financial control procedures are in place to ensure that funds are used effectively and to minimise the risk of funds being misused;
- The charity reports annually to the Charities Regulator.