



Fundraising Policy

Reviewed and adopted Jan 2021
Next review due Jan 2022

Read for Good fundraises to help meet its charitable aims. Our supporters are very important to us and we are committed to best practice in all our fundraising activities.

We are registered with the Fundraising Regulator, which is the independent regulator of charitable fundraising in England, Wales and Northern Ireland. This means that Read for Good follows the Fundraising Regulator's **Fundraising Promise** and **Code of Fundraising Practice**.

Fundraising Promise

We will commit to high standards

- We will adhere to the Fundraising Code of Practice.
- We will monitor fundraisers, volunteers and third parties working with us to raise funds, to ensure that they comply with the Code of Fundraising Practice and with this Promise.
- We will comply with the law as it applies to charities and fundraising.
- We will display the Fundraising Regulator badge on our fundraising material to show we are committed to good practice.

We will be clear, honest & open

- We will tell the truth and we will not exaggerate.
- We will do what we say we are going to do with donations we receive.
- We will be clear about who we are and what we do.
- We will give a clear explanation of how you can make a gift and change a regular donation.
- Where we ask a third party to fundraise on our behalf, we will make this relationship and the financial arrangement transparent.
- We will be able to explain our fundraising costs and show how they are in the best interests of our cause if challenged.
- We will ensure our complaints process is clear and easily accessible.
- We will provide clear and evidence based reasons for our decisions on complaints.

We will be respectful

- We will respect your rights and privacy.
- We will not put undue pressure on you to make a gift. If you do not want to give or wish to cease giving, we will respect your decision.
- We will have a procedure for dealing with people in vulnerable circumstances and it will be available on request.
- Where the law requires, we will get your consent before we contact you to fundraise.
- If you tell us that you don't want us to contact you in a particular way we will not do so. We will work with the Telephone, Mail and Fundraising Preference Services to ensure that those who choose not to receive specific types of communication don't have to.

We will be fair & reasonable

- We will treat donors and the public fairly, showing sensitivity and adapting our approach depending on your needs.
- We will take care not to use any images or words that intentionally cause distress or anxiety.
- We will take care not to cause nuisance or disruption to the public.

We will be accountable & responsible

- We will manage our resources responsibly and consider the impact of our fundraising on our donors, supporters and the wider public.
- If you are unhappy with anything we've done whilst fundraising, you can contact us to make a complaint. We will listen to feedback and respond appropriately to compliments and criticism we receive.
- We will have a complaints procedure, a copy of which will be available on our website or available on request.
- Our complaints procedure will let you know how to contact the Fundraising Regulator in the event that you feel our response is unsatisfactory.
- We will monitor and record the number of complaints we receive each year and share this data with the Fundraising Regulator on request.

Code of Fundraising Practice

This sets out the standards for fundraising and is available in full at <https://www.fundraisingregulator.org.uk/code>

Read for Good Policies in Practice

- This policy is reviewed on the date shown by the CEO and the Fundraising Team, with any changes approved by the Board of Trustees.
- Overall responsibility for this policy and its implementation lies with the Board of Trustees delegated to the CEO.

- This policy applies to all Read for Good personnel (including staff, trustees and volunteers) because fundraising is crucial if we are to achieve our charitable aims, and all roles within the organisation are involved in fundraising in some way. Trust in our fundraising activities is fundamental.
- This policy is shared with all relevant personnel via: induction, team meetings, board reports, website, shared drive.
- Read for Good ensures implementation and compliance of this policy by: making sure staff have appropriate input into the review process, discussion and training, leadership team modelling and reinforcing policy content into day to day work, by trustees showing focus and leadership over policy issues and a regular review process.
- Any service user who believes that this policy is not being followed, should refer to Read for Good's Complaints Handling Policy. Internal complaints or concerns about adherence to the policy are handled with regular opportunities for all staff to speak in confidence to their manager, or the CEO or Trustee if the complaint or concern is about their line manager or CEO not adhering to a policy. Staff are encouraged to explain clearly what the lack of adherence relates to. The CEO and the person responsible for the policy have the opportunity to discuss the issue, and establish if it is a systems error, or an individual issue. For a systems error, systems will be improved and updated, and training for all staff will be undertaken. In a case of clear policy breach by an individual, the individual is given an opportunity to correct their error. If the adherence issue is persistent then training and monitoring will be offered and implemented, with reviews at appropriate points. Continued breaches may put the individual at risk of dismissal.