

Waverley Care

Fundraising Policy

The Board of Waverley Care is committed to ensuring that fundraising activities are carried out in an ethical manner.

This policy applies to the Board, Waverley Care staff members, volunteers and those carrying out fundraising activity on behalf of Waverley Care. All Waverley Care staff involved in fundraising have a responsibility to be aware, and have a thorough understanding, of the items referred to in this policy. Staff members responsible for supervising volunteers and others carrying out fundraising activities on behalf of Waverley Care should ensure that those individuals are aware of the conduct expected of them under this policy.

The fundraising function is primarily concerned with income generation from philanthropic sources – namely, grant giving bodies, individual donors, companies, groups and via fundraising events – to provide additional resources to supplement the income provided by Waverley Care’s statutory funders.

Fundraising Compliance

Waverley Care’s fundraising will be undertaken in compliance with the Charities and Trustee Investment (Scotland) Act 2005 and the Data Protection Act 1998 and will adhere to the Fundraising Regulator’s Code of Fundraising Practice, which covers all aspects of fundraising activity.

Waverley Care will monitor fundraisers, volunteers and third parties working with us to raise funds, ensuring that they also comply with the above Acts and Codes of Practice.

Waverley Care will publish the SCVO/OSCR Fundraising Guarantee on its website. This includes details on making a complaint about fundraising practice. A copy of the Fundraising Guarantee is attached as an appendix to this policy.

Policy

- Fundraising activities carried out by Waverley Care will comply with all relevant laws and the Fundraising Regulator’s Code of Fundraising Practice.
- Any communications to the public made in the course of carrying out a fundraising activity shall be truthful and non-deceptive.

Date last reviewed: 28 March 2017

Date of next review:

- All monies raised via fundraising activities will be used for their stated purpose and will comply with the organisation's stated mission and purpose.
- All personal information collected by Waverley Care is confidential and is not for sale or to be given away or disclosed to any third party without consent.
- Waverley Care respects the privacy and contact preferences of all donors and will respond promptly to requests to cease contact.
- Waverley Care will respond swiftly to complaints about fundraising activity, according to the procedure below.
- Fundraising activities will not be undertaken if they are detrimental to the good name or community standing of Waverley Care.
- Waverley Care's best interests are served by raising as much money as possible and the charity will accept donations from as many sources as possible. However, there may be occasions where the organisation's charitable purposes would be affected by association with the donor. In these circumstances, the fundraisers, Senior Management Team or Board may wish to decline a donation. These decisions may be made on the following grounds:
 - the money is associated with criminal sources
 - the donor's objects are entirely opposed to those of the charity
 - receipt of the donation would lead to a decline in support for the charity and could be shown to result in a fall in the resources available to beneficiaries.

Complaints Procedure

As fundraising is self-regulated in Scotland, complaints are referred, in the first instance, to the charity. The following is Waverley Care's procedure for handling complaints:

- A formal complaint about fundraising activity will be referred to the Chief Executive, who will discuss the nature of the complaint with the Fundraising Manager and respond within 20 days by letter, email or telephone. A written record will be kept of any telephone conversation.
- If the complainant is not satisfied with the Chief Executive's response, they can complain to the Chair of the Board of Trustees who will discuss the matter with the Chief Executive and respond by letter, email or telephone.
- If this does not resolve the issue, the complainant should be referred to the Independent Panel, via the Office of the Scottish Charities Regulator (OSCR).

Appendix 1

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Fundraising Guarantee

Fundraising is the life blood of many Scottish charities and we need to raise funds from voluntary sources. We could not fulfil our charitable mission without the support of generous, thoughtful and committed donors. We value the support of donors and understand the need to balance our duties to beneficiaries with our duties to donors.

That's why we make our commitment to you.

We will comply with the law as it applies to charities and fundraising and we commit that we will guarantee to adhere to best practice as outlined in the Fundraising Regulator's Code of Fundraising Practice.

We will monitor fundraisers, volunteers and third parties working with us to raise funds, ensuring that they also comply with this Code of Practice.

<https://www.fundraisingregulator.org.uk/code-of-fundraising-practice/code-of-fundraising-practice/>

We guarantee to operate in line with the values of the Code; to be Legal, Open, Honest and Respectful in all our fundraising. To promote and underpin these values, we commit to the following standards:

- 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 or stop a regular donation.
- If you do not want to give or wish to cease giving, we will respect your decision.
- We will respect your rights and privacy.
- We will follow the guidelines contained in the Institute of Fundraising's "Treating Donors Fairly: Fundraising with People in Vulnerable Circumstances".
<http://www.institute-of-fundraising.org.uk/library/treatingdonorsfairly/>
- We will hold your data securely.
- We will communicate with you in accordance with your selected preferences.

If you feel we have not adhered to these standards, or think we could do better, please contact Grant Sugden, Chief Executive on 0131 556 9710 or by emailing grant.sugden@waverleycare.org and we will deal with your complaint quickly and thoroughly.

We commit to ensuring our complaints process is clear and easily accessible and we will provide clear and evidence based reasons for our decisions on complaints.

However, should you be dissatisfied with our response, you will be able to take this further by contacting the Fundraising Complaints Hub on 0808 164 2520 or scottishfundraisingcomplaints@scvo.org.uk

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