

# Wishing Others Well - Ethical Fundraising Policy

## The Purpose of this Policy

This policy seeks to assure that the work of Wishing Others Well is funded ethically and by having an Ethical Fundraising Policy we are able to express our core values and ethos.

This policy sets out our donor criteria for individuals and corporate donors and the process we follow to review funding opportunities to ensure that our expectations are clear to all stakeholders.

The Charities Act 1992 states that Trustees can and should refuse any donations which are not in the best interests of the charity to accept. In deciding whether to accept or refuse a particular donation, the law requires our Trustees to carefully consider, based on relevant law (including anti-money laundering legislation) and the evidence available to them at the time, which course of action will be in the charity's best interests. The law allows practical and ethical factors to be considered where they are relevant to the charity's charitable objects. In exercising this power,

Trustees must not allow personal views, circumstances or prejudices to influence their conduct and decisions. Wishing Others Well's fundraising adheres to the guidelines of the independent 'Fundraising Regulator' which ensures minimum standards of best practice and provides a route to complain when it is viewed that we have fallen short.

## Our ethical fundraising guidelines

This policy sets out the criteria which must be considered when deciding whether Wishing Others Well should be involved in opportunities connected with accepting donations, cash, goods/services, sponsorships, or other partnerships.

Wishing Others Well actively seeks opportunities to work with individuals and businesses to achieve our shared goals. It is imperative that we primarily act to further our own objectives and that we don't allow any individual or external organisation to bring our name into disrepute. Wishing Others Well therefore accepts support from and works in partnership with, individuals and companies on the following conditions:

- we are satisfied that neither the integrity or independence of Wishing Others Well would be compromised by accepting such support and
- we are satisfied that any publicity that results from accepting such support will be beneficial to Wishing Others Well and
- there will be a resultant benefit to the ability of the Charities and Non-profit organisations we support, that enables them to deliver their own Public Benefit

## Wishing Others Well will refuse opportunities where:

- the donation comes from an individual or an organisation where that partnership is deemed to be in direct conflict with our own goals, vision and values
- companies that are known to discriminate against people with experience of mental health problems
- the donation is politically motivated
- tobacco companies
- weapons manufacturing companies
- weight loss and dieting companies
- individuals or organisations known to be associated with criminal sources
- short-term loan providers and 'pay-day lenders'
- the donation is deemed to come from a vulnerable person or a person in vulnerable circumstances
- the donation is made with the intention of influencing Wishing Others Well with an explicit or implicit exchange for favours or benefits
- the donation would help further a donor's personal or organisational objectives where these conflict with those of Wishing Others Well
- it is considered that the opportunity may, in our opinion, bring the organisation into disrepute or involve the organisation in controversy or publicity which would do meaningful damage to Wishing Others Well's reputation and standing.

## Corporate Partnerships

We apply the following conditions to any and all corporate partnerships:

- entering into any corporate arrangement, does not imply Wishing Others Well's approval or endorsement of any corporate policies, nor does it imply that Wishing Others Well will advocate on behalf of any corporate entity
- Wishing Others Well's name and/or brand is not to be used in a manner which could express or imply our endorsement of the corporation or its policies,
- Wishing Others Well retains equal editorial control over any information produced as part of a corporate arrangement in which we are quoted, or our branding is displayed. In all such cases, any materials in



print, broadcast, or electronic media prepared by the corporate partner, must be submitted to Wishing Others Well for approval in writing prior to release

- Where appropriate, Wishing Others Well will provide recognition of any corporate support in a communications plan agreed between both parties and our key corporate partners will be disclosed in financial reporting
- For all partnerships, where any income exchanged is contingent on fulfilling specific conditions or benefits (such as use of Wishing Others Well's logo), a Partnership Agreement, Commercial Participation Agreement, or Memorandum of Understanding will be drafted. All agreements will set out clearly the nature of the partnership and the obligations of each party

### **Monitoring, Audit, and Review**

The Board of Trustees is responsible for managing this policy and overseeing its implementation. The Board is also responsible for overseeing adherence by staff and volunteers. Every member of staff and volunteer should take personal responsibility for conforming to it. It is the responsibility of the Board of Trustees to audit compliance with and review of, all policies as part of Wishing Others Well's normal audit cycle and to undertake or direct remedial action as required.

### **Policy Updated February 2023**

