



# Artswork's Fundraising Policy

Artswork is a charity based in Hampshire. We work locally, regionally, nationally and internationally to increase opportunities for children and young people to lead, participate, develop, work in and enjoy arts and culture.

Artswork delivers through a range of different programmes including the South East Bridge, and our Leadership, Skills and Enterprise work, which includes Professional Development, Employability and Work-Based Learning programmes as well as exceptional programmes of work and international work. This Fundraising Policy is for the whole organisation and applies to all programmes and activity.

In this policy, fundraising refers to the engagement of individuals and organisations in their financial support of Artswork's work, as well as commercial activities we carry out in order to generate income. In our fundraising, we strive to give our supporters the best experience we can, so that together we can do more to empower children and young people through arts and culture – particularly children and young people deemed at risk.

It is critical that our fundraising is transparent, ethical and responsible. At the time of creating this policy, it is consistent with the Charity Commission's guidance. We plan to become a member of the Fundraising Institute and of the Fundraising Regulator. As a member, we will be committed to the highest standards in fundraising. We will follow the Fundraising Regulator's Code of Fundraising Practice. This code sets the standards for fundraising activity throughout the UK, and we will use the Fundraising Regulator badge to show publicly that we are following these standards.

**In addition, our approach to responsible fundraising is driven by these five key principles**

- **Our fundraising respects and protects our impartiality and our mission**
- **We fundraise with integrity**
- **We work in partnership with those who support us**
- **We value and respect our supporters**
- **We are transparent in our fundraising and use of funds**

## **Who this policy applies to**

All Artswork's staff and trustees involved in fundraising are required to have a thorough understanding of this policy and to adhere to it. It also ensures that staff and trustees are all aware of Artswork's fundraising policy, principles and associated procedures. In addition, this document will inform any future agreements with our supporters as to how we will undertake our fundraising activities.

## **Why we need to raise funds**

Artswork strives to make the arts and creativity available to absolutely everyone. We aim to break through barriers and develop new ways for people to discover the success, empowerment and sheer joy that the arts and creativity can bring to classrooms, communities and careers.

Artswork celebrates the great work taking place, works hard to identify/address the gaps and be part of sustainable solution. We have an ambitious Business Plan that aims to create life-changing outcomes for children and young people. We need funds to deliver the plan. In raising these funds, we will share our vision, our plan of work and our impact and will seek to engage as many supporters as possible. Raising funds does not drive the work of Artswork; it drives our ability to deliver our work. In donating and raising funds, our supporters are enabling life-changing opportunities for children and young people through arts and culture.

## **How we raise funds**

We are honest and behave with integrity in all our fundraising. We raise funds in accordance with our fundraising policy and associated procedures, and with our data protection policy and procedures. These comply with relevant laws and regulation, including those related to privacy. We respect our supporters' privacy and right to decide how and if Artswork contacts them. We treat people equally and fairly. In our fundraising, we aim to inspire people to engage with children and young people's issues by supporting Artswork.

## **Where our funds come from**

Artswork is impartial and independent of any government, political ideology, company or religious belief, and we ensure that our fundraising respects and protects this. Our primary source of funding is currently Arts Council England, specifically to deliver our Bridge role. However, we seek to generate income and donations from a diverse range of resources to deliver our wider programmes and to ensure we maintain our sustainability, build our resilience, and do not become dependent on any single source of income.

We actively seek funding in pursuit of our charitable and strategic objectives. We ensure that projects for which we raise funds reflect our mission and priorities, and that neither the funding opportunities we pursue, nor the requirements of funders, will deflect us from our strategic objectives. We accept donations from a range of organisations – trusts, foundations, companies and commercial organisations – where there will be a benefit to our work, without compromising our mission, credibility or ethics.

We will not solicit or accept gifts from individuals or organisations with whom association would significantly risk our reputation. High risks indicators include risk to children and young people, our staff, brand, financial position, programmes or partnerships.

We will screen all gifts and offers of support from organisations and governments. Sizeable gifts and legacies from individuals will also be subject to screening prior to solicitation or acceptance. If we turn down a gift or an offer of support, we will explain why. We can only accept donations that are made lawfully. (Please see our Ethical Statement below).

We operate the Charity Commission's 'Know your Donor' principle and will make reasonable and appropriate attempts to identify any individual or organisation that gives us financial support, particularly where significant sums are being donated, or the circumstances of the donation give rise to notable risk. We will not accept anonymous corporate donations. We may accept anonymous individual, or trust donations where there has been a rigorous third party due diligence process, to confirm that Artsworld is not potentially compromised. If a supporter makes themselves known to Artsworld but wishes their gift to remain anonymous, we will honour these wishes on the basis that the donation carries no significant reputational risk.

## **Responsible fundraising**

We do not fundraise for the sake of fundraising; we fundraise to generate funds for our work and in pursuit of our charitable and strategic objectives. We recognise and respect that when we invest in fundraising activity, we may do so with funds donated to us for the empowerment of children and young people through arts and culture. Any investment in fundraising must have the potential to raise additional funds for this cause. We monitor our fundraising activities closely to ensure compliance with our fundraising policy, principles and procedures, and with relevant regulation and legislation. If we get things wrong, we will be open and transparent about our mistakes, and take swift action to fix them. We report on our strategic, operational and financial performance in full compliance with all laws and regulations.

## **Gifts for specific projects**

We often apply for money for specific programmes and this money is always spent and ring fenced for that activity. We encourage all supporters to give financial support as unrestricted funds. This allows us the freedom to use funds where and when they are needed most.

## **Ethical purchasing and use of services**

When we purchase products and services in our efforts to raise funds, we will do so in accordance with our procurement policy and procedures, Environmental Action Plan and our Social and Ethical Policy. This means we will endeavour to ensure that we source materials, products and agencies' services for the best possible value while protecting our reputation, managing any risks and ultimately we aim to work with organisations that reflect our own values and ethical standards. We may enter into commercial agreements with third party organisations for the purposes of raising funds, but we do not endorse any third party commercial products or services.

## **Related policies and other resources**

### **This policy is supported by the following:**

- Artsworld's Data Strategy and Data Management Policy & Procedures
- Artsworld Privacy and Cookie Policy
- Artsworld's Equality and Diversity Policy
- Artsworld's Social and Ethical Policy

## **Other Resources**

- Direct Marketing Association Code
- Fundraising Regulator Code of Fundraising Practice
- Privacy and Electronic Communications (EC Directive) Regulations 2003
- The Charities (Protection and Social Investment) Act 2016
- The Charities Act 2011
- The Data Protection Act 2018
- The Charitable Institutions (Fund-Raising) Regulations 199
- 4 The Charities Act 1992
- The House to House Collections Act 1939
- The Gambling Act 2005

## **How this policy is shared?**

This policy is a public document and such is available on Artswork's website. Artswork will share this policy with all trustees, staff and supporters.

## **Copyright and legal information**

This policy is for information only, and therefore is not a binding contract and does not confer legal rights on any person.

## **What is the assurance procedure for this policy?**

We have clear governance and management controls in place for us to deliver transparent, ethical and responsible fundraising. Our Chief Executive and Chief Finance Office report regularly to the Trustees of Artswork. Our Board of Trustees receive annual assurance that our fundraising programme is conducted in accordance with this Fundraising Policy. We use the framework set out in the Charity Commission's guidance for trustees - Charity fundraising: a guide to trustee duties (CC20) - to do this.

Artswork's Board of Trustees are ultimately responsible for compliance with this policy, with the support of Artswork's Chief Executive and Chief Finance Officer.

## **Appendices**

### **Appendix 1: Our Promise as a member of the Fundraising Regulator**

This promise outlines the commitment made to donors and the public by fundraising organisations that register with the Fundraising Regulator. Those who register with the regulator agree to ensure their fundraising is legal, open, honest and respectful. The standards for fundraising are set out in the Code of Fundraising Practice.

#### **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 and 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 and 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 and 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 have 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

## **Appendix 2: Vulnerable People Policy**

### **Introduction**

Giving to charity should be a positive experience, whether someone is an existing or a new supporter. At Artwork, we are committed to fundraising in an honest and responsible way, so we take care to ensure we act appropriately with people who may be in vulnerable circumstances.

Artwork is a member of the Institute of Fundraising (IoF), is registered with the Fundraising Regulator and is committed to following the Fundraising Regulator Code of Practice. The standards set within this code outline the behaviour that is expected of fundraisers.

This policy outlines how we protect supporters who may be in vulnerable circumstances, identifies how we can identify such potential vulnerability and what action we will take.

### **The Fundraising Regulator Code of Practice states in the General Principles that:**

- i. Fundraisers **MUST** take all reasonable steps to treat a donor fairly, enabling them to make an informed decision about any donation. This **MUST** include taking into account the needs of any potential donor who may be in a vulnerable circumstance or require additional care and support to make an informed decision.
- ii. Fundraisers **MUST NOT** exploit the credulity, lack of knowledge, apparent need for care and support or vulnerable circumstance of any donor at any point in time.

An individual who may need additional care and support, or may be in a vulnerable circumstance, can still have capacity to choose to donate to a charity. All people may, at some stage in their life, be in a vulnerable circumstance or require additional care and support. The reason for using the wording 'an individual who may be in a vulnerable circumstance or require additional care and support' rather than 'a vulnerable person' is to avoid labelling and defining people as being 'vulnerable', and to recognise the broad range of issues which may impact upon someone's ability to make a decision to donate.

It is the context and circumstance they may be in at the time of making a decision about donating that is relevant. For example, a recently bereaved person may be in a vulnerable circumstance following the death of a family member, but this may change as time progresses. At the time of bereavement, they could still have the capacity to make a donation, but may need additional support to help them make their decision.

Additional support may include delaying acceptance of the gift to give the donor further time to consider their donation; including a 'cooling off' period if the donor changes their mind; or suggesting the donor gets advice from family/friends.

### **Capacity to make a decision**

A person's capacity to make a decision could be affected by personal circumstances and the context of the situation. Unless we have reason to believe otherwise, we will communicate with each of our supporters based on the assumption that they possess full capacity to make decisions around their own finances. However, we will look for indicators that could show an individual needs additional care and support or may be in a vulnerable situation.

We will identify people in vulnerable circumstances through conversations and written communication. For example:

- A supporter tells us they need additional care and support around decision-making and are in a vulnerable situation
- The supporter's family member, carer or person acting on their behalf indicates that they need additional care and support around decision-making and are in a vulnerable situation
- Where we suspect that a person may be in vulnerable circumstances even though we have not been told so

**Key point: when a member of staff of the charity has concerns that that an individual might need additional care and support, or may be in a vulnerable situation, they should seek advice from the Chief Executive and Trustees.**

Where we have reason to believe an individual is in a vulnerable situation and lacks capacity to make decisions around their financial giving, we will immediately ensure this individual no longer receives fundraising communications from Artsworld. If it is believed that an individual lacks the capacity to make a decision about the donation, then a donation should not be taken.

If, after the donation is taken, the charity receives evidence that a person was in a vulnerable situation and lacked capacity to make the decision to donate, then Artsworld will return the donation, and deem it invalid. The supporter database will be updated with the information that the donation has been refunded, and a note made that the supporter should not receive communications for the foreseeable future.

**How to respond to an individual who needs additional care and support or who is in a vulnerable situation:**

- Be patient and don't rush the conversation – it's better to have a longer conversation than cut this short and leave the person confused or agitated
- Ask if the person would prefer another method of communication e.g. offer to send information in the post or via email, so they have time to take in the information
- Ask the person if they need to speak with anyone else before making a decision
- Check their understanding of what they have agreed to – for example; ask them to repeat this information back to us

All of the above will help to make sure that the person comes first and we give them time to make an informed decision, if they are capable of doing so.

### **Acting on behalf of an individual who needs additional care and support who is in a vulnerable situation (or family members / carers / Attorney)**

If we are contacted by a family member, carer or Attorney regarding an individual who they believe or know to be in a vulnerable circumstance, we will assume that they are able to make decisions on that individual's behalf.

If, for example, they are concerned about a person who is receiving requests for financial support, we will act upon this, asking what kind of communication, if any, is acceptable. Our database will be updated to reflect their wishes.

### **Age as an indicator of vulnerability**

Age does not indicate whether a person is vulnerable or not. When communicating and fundraising with older people we will be mindful of the above indicators that may raise concerns that an individual could need additional support or be in a vulnerable circumstance.

If a supporter is identified as being under the age of 16, then we will immediately stop them from receiving fundraising appeals and calls.

## **Appendix 3: Ethical Donation Guidelines**

### **Summary**

Having ethical guidelines in place helps Artsworld's trustees and staff feel confident about collaborating with businesses, organisations and individuals to embrace fundraising. It enables us along with the Fundraising policy to explore a wide range of opportunities safe in the knowledge of what to avoid and why.

**Our ethical standards** are the backbone of our ethical guidelines. Artsworld has two ethical standards:

**Ethical Standard 1: When seeking funds Artsworld will not enter into a relationship with a potential supporter whose work or activities negatively impacts on the mission or values of Artsworld.**

**Ethical Standard 2: Artsworld will not enter into any relationship with a third party organisation that poses a risk to Artsworld's reputation, which could lead to loss of support and credibility.**

As a registered charity, we follow Charity Commission rules and guidance and adhere to the Institute of Fundraising's single code of practice. The Charity Commission stresses the importance of not-for-profit organisations making decisions based on purpose and not the moral agenda of individuals. Artsworld is committed to acting in the best interest of the charity but ultimately it has to be in line with the best interests of children and young people.



## **How we decide to accept or refuse donations**

As children and young people are the basis of our mission, we ensure that we make decisions that serve and protect our mission. We practice due diligence in our finance reporting, management structures and work to identify any potential risks to children and young people, staff, Artswork's reputation and ability to deliver its mission whilst measuring against how accepting the donation could benefit Artswork and its mission.

We will not solicit or accept gifts from individuals or organisations with whom association would significantly risk our reputation. High risks indicators include risk to children and young people, our staff, brand, financial position, programmes or partnerships.

All gifts and offers of support from organisations and governments will be screened. Sizeable gifts and legacies from individuals will also be subject to screening prior to solicitation or acceptance. If we turn down a gift or offer of support, we will explain why. We can only accept donations that are lawfully made.

We will not accept anonymous corporate donations. We may accept anonymous individual, or trust donations where there has been a rigorous third party due diligence process, to confirm that Artswork is not potentially compromised. If a supporter makes themselves known to Artswork but wishes their gift to remain anonymous, we will honour these wishes, on the basis that the donation carries no significant reputational risk.

We operate the Charity Commission's 'Know your Donor' principle and will make reasonable and appropriate attempts to identify any individual or organisation that gives us financial support, particularly where significant sums are being donated, or the circumstances of the donation give rise to notable risk.

Multi-year partnerships will be reviewed annually or if we believe that that the risk of a partnership has noticeably changed.

## **Why Donations can be refused**

- a) It would be unlawful to accept it (e.g. the organisation knows that the gift comprises the proceeds of crime); or
- b) By accepting the donation would be detrimental to the achievement of the purposes of the organisation, as set out in its constitution. Such detrimental or anticipated detriment has to be set against the benefit of having the funds from the donor, which enable the organisation to pursue its purposes.

## **Artswork will not accept a donation if it could lead to:**

- The loss of donations from other supporters or funders at least equivalent, over the long term, to the value of the donation
- The loss of volunteers whose services would be at least of as great value as the donation
- The loss of staff or the inability to recruit staff

**In line with our ethical standards, we do not accept donations from** sources where wealth-creating activities are in clear conflict with our charitable mission. Examples of such donations are from any organisation or individual who has generated their wealth through:

- Alcohol
- Arms Manufacturing and Sales
- Criminal Activity
- Fossil Fuels
- Gambling
- Payday Loans
- Pharmaceuticals
- Pornography
- Tobacco

We believe these activities to be intrinsically harmful to children and young people.

### **Who is responsible**

In accepting and refusing donations or other charitable support, the ultimate responsibility lies with Artswork's Trustees. The Trustees will measurably demonstrate that they have acted in the best interest of Artswork in each case. This includes evidence-based discussions about risk, research, and the ability to weigh all final decisions against our Fundraising policy and resources like [know your donor key questions](#) and [suspicious log template](#)).

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### **Feedback**

We recognise that although our supporters may share our values, they may not agree with everything we say or do. We respond to questions and feedback from supporters promptly and consider fully the points of view expressed. We will acknowledge a complaint about any aspect of our fundraising within five working days and aim to resolve complaints within ten working days of receipt. If the complainant remains dissatisfied, their complaint will be referred to our Trustees. If this does not resolve the issue, the complainant may take their complaint to the Fundraising Regulator.

To make a complaint about Artswork's fundraising activity, please contact us on the details below:

Chief Executive  
Artswork  
1<sup>st</sup> Floor Latimer House  
5 – 7 Cumberland Place  
Southampton  
SO15 2BH

Email [info@artswork.org.uk](mailto:info@artswork.org.uk)