

Deafblind Scotland vision – “A society in which deafblind people have the permanent support and recognition necessary to be equal citizens”



Fundraising Policy

Policy Statement

This policy relates to all aspects of fundraising within. It sets out a framework and protocol for fundraising and receiving money in a consistent and fair way. All arrangements are conducted in keeping with Deafblind Scotland's Equal Opportunities Policy. Fundraising activities carried out by Deafblind Scotland will comply with all relevant laws.

Background and Scope

Deafblind Scotland is a not for profit organisation set up to improve the lives of deafblind adults living in Scotland. It uses its charitable objectives together with registration as a charity to raise funds. Each year over 1 million is raised from sources that include local and national trusts, Lottery, statutory bodies and other organisations. This policy describes the measures in place to ensure fundraising good practice within Deafblind Scotland.

Included within the scope of this policy is grant co-ordination for the period of an award which could be up to five years. Our commitment to funders will include effective money management and project monitoring which requires close liaison between the project leader and the fundraising/finance team.

This policy applies to all board members and members, sessional and permanent staff and volunteers all of whom are responsible for adhering to this policy.

Purpose

To clarify the reason for fundraising in Deafblind Scotland and to detail practices adopted to ensure the charity is exposed to minimum risk, is accountable to funders and meets the expectations and needs of the beneficiary.

Elements of the Policy

Fundraising in Deafblind Scotland

Deafblind Scotland is committed to improving services and quality of life for deafblind adults living in Scotland. However, as a registered charity Deafblind Scotland is restricted from using certain monies for certain purposes and instead draws funding from non-traditional means such as the Lottery to develop community based initiatives. Those who benefit are normally the most disadvantaged/vulnerable, or have no funded support services in their local areas, perhaps on low incomes, older people or newly diagnosed with a dual sensory loss.

The funding achieved is usually 'restricted' for use on the project for which it was requested. Non-traditional grant funding can be used to wholly or partly fund a Deafblind Scotland led initiative.

Accountability to funders

Fundraising enables Deafblind Scotland to add value to projects and 'put the icing on the cake', often for those most disadvantaged living in our neighbourhoods. As a result, we develop a particular and specific commitment to our non-traditional stakeholders. We are committed to ensuring that we meet our funders' requirements and this includes acknowledging funding and effective grant co-ordination.

The charity's acceptance of money by means of a grant or donation effectively enters Deafblind Scotland into a form of contract with the 'funder'. The 'funder' may be an individual, a Trust or Foundation, a company, an organisation such as a Rotary Club or a statutory body such as a Local Authority.

Codes of fundraising practice

To maintain the highest standards, we will ensure that the fundraising team have membership access to the Institute of Fundraising. Deafblind Scotland will also adopt the Institute of Fundraising Codes of Fundraising Practice that is relevant to the association. These codes include:

- Fundraising Code of Conduct
- Fundraising from Grant Making Trusts
- Acceptance and Refusal of Donations
- Data Protection
- Charities Working with Businesses.

The codes stipulate the areas that are mandatory by law, such as the need to advise a trust if the use of their grant is to be changed. They also indicate courses of action recommended as best practice, such as inviting a Trustee to become involved in a project. Full details of all the Codes of Fundraising Practice can be found on the Institute of Fundraising website: www.institute-of-fundraising.org.uk under information.

- Nobody directly or indirectly employed by or volunteering for Deafblind Scotland shall accept commissions, bonuses or payments for fundraising activities on behalf of the organisation.
- No general solicitations shall be undertaken by telephone or door-to-door.
- Fundraising activities should not be undertaken if they may be detrimental to the good name or community standing of Deafblind Scotland.
- Financial contributions will only be accepted from companies, organisations and individuals the Board considers ethical.

- Fundraising activities should not be undertaken if they will expose the organisation to financial risk specifically excluded from making financial contributions to Deafblind Scotland. These include pharmaceutical, gambling, tobacco, alcohol companies or armaments manufacturers.
- A statement estimating income and expenses will be prepared prior to the commencement of any new fundraising activity that may present a financial risk to Deafblind Scotland.
- A report on fundraising will be prepared by a representative of the fundraising team for inclusion in Deafblind Scotland's annual report.

Minimising exposure to risk

Risk is minimised by carrying out a feasibility study and Executive Team or Board of Directors' approval for large projects requiring new staffing.

Methods for Continuous Improvement

The fundraising strategy forms the action plan for Deafblind Scotland's various areas of operation and will be used in tandem to project this policy. The strategy objectives are prioritised and identify clear links to Deafblind Scotland Corporate purpose and Local Delivery Plans. This helps to ensure fundraising aids the Deafblind Scotland's corporate objectives and develops meaningful targets for continuous improvement. Individual projects are best identified in consultation with beneficiaries and the association's strategy will be to increase this involvement to move forward on those projects most wanted by our clients. If someone wants to make a complaint about our fundraising, we will tell them about our complaints procedure and provide it to them in writing upon request.

Training and Information

The association is committed to continuing professional development for staff involved in fundraising and grant co-ordination. Fundraising staff aim to ensure that relevant funding information is disseminated through the association, using means including web updates, social media, emails and internal newsletter, so that organisationally Deafblind Scotland is able to respond to opportunities as they arise.

Returns and reports back to funders form a crucial element of grant coordination. The fundraising team will undertake to ensure that project staff are aware of funder requirements for monitoring and controlling projects. This will be carried out through meetings and/or membership of project steering groups.

Contributions from funders may be acknowledged through any or all of the following Deafblind Scotland publications: Annual Report, Financial Accounts, Progress and the World Wide Web, social and digital media. Deafblind Scotland will undertake a branding agreement where large sums have been achieved and are committed to maximising the promotion of a project and the funder's contribution, usually through marketing materials and Deafblind Scotland's publications.

Equality, Diversity and Participation

Deafblind Scotland is committed to the involvement of all of the diverse communities in which it works and will aim to raise funds for initiatives that respond to identified need. The benefit of involving beneficiaries from project conception is acknowledged as this helps to maximise quality of life improvements. The association will strive to maximise customer involvement in all instances.

Confidentiality

All personal information collected by Deafblind Scotland is confidential and is not for sale or to be given away or disclosed to any third party without consent.

Financial Considerations

Annual budgeting reviews will make appropriate provision for Deafblind Scotland to manage all existing grant contracts. Care will be taken to cost applications correctly so that projects are not jeopardised by under-funding. If Deafblind Scotland fails to comply with the terms and conditions attached to a grant and the funder withdraws all or part of the original award, the association will undertake to reach a fair agreement over the amount to be returned to the funder and return such monies.

Legal Considerations

Where the acceptance of grant funding necessitates a formal contract, a member of the Senior Management Team or a Board Member will sign in agreement to the terms and conditions of the grant. At this point Deafblind Scotland legally undertakes to use its best endeavours to resolve any dispute which may arise under the agreement. Reviews of the law relating to fundraising and fundraising activities, governance and charitable status are currently ongoing. This policy will be revised to take into account any developments or changes in the law that may result from these initiatives.

Policy Appeals

Any appeals relating to this policy can be made directly via Deafblind Scotland's complaints and appeals Policy and Procedure.

Mechanism for Delivering Policy and Other Issues

The mechanism for delivering policy objectives will be the targets and timescales.

Health and Safety

Every endeavour will be made to ensure that bid applications to fund community-based initiatives are drawn up to take into account the Health and Safety of the beneficiary group. Where Public Liability Insurance is appropriate, e.g. where an initiative will benefit members of the public using our premises, the insurance cost will either be identified for grant funding or funded by Deafblind Scotland.

Monitoring

In addition to fundraising, the team is also responsible for detailed analysis of all grants. Financial and Statistical monitoring occurs on an ongoing basis and reports are submitted according to external funder requirements and internal controls.

Review Period

This policy will be subject to review and approval on an annual basis.