



The Anthony Seddon Fund
Supporting mental wellbeing in our community

Document Control	
Title:	Fundraising and Donations Acceptance and Refusal Policy
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Scope:	
This policy is predominantly aimed at the Board of Trustees of The Anthony Seddon Fund , but may be applicable to all staff and volunteers involved in fundraising and the processing of all forms of donations, including cash, donations in kind, legacies, shares, pro-bono work, sponsorship, corporate donations, and any other form of donation.	
Purpose:	
The purpose of this document is to help all trustees and fundraisers make clear and consistent decisions regarding the acceptance or refusal of donations to The Anthony Seddon Fund .	
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<ul style="list-style-type: none">• Updated legal references to Charities Act 2011, Section 110• Updated Section 10 – Review to reflect the charity's new tiered policy review cycle.	
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1. Introduction

This policy is predominantly aimed at the board of trustees of **The Anthony Seddon Fund** but may be applicable to all staff and volunteers involved in fundraising and the processing of all forms of donations, including cash, donations in kind, legacies, shares, pro bono work, sponsorship, corporate donations, etc.

The purpose of this policy is to help trustees and fundraisers make clear and consistent decisions regarding the acceptance or refusal of donations.

2. Types of Donations

The Anthony Seddon Fund gratefully accepts various forms of donations that support our mission and enhance our ability to serve our community. Understanding the diversity of contributions helps ensure that each donation is managed appropriately and aligned with our strategic goals and ethical standards. Below are the types of donations we typically handle:

Cash Donations

These are monetary contributions made by individuals, corporations, or foundations. Cash donations can be made online, by cheque, or through bank transfers. They are often the simplest form of support and provide flexible funding to meet the charity's most immediate needs.

Donations in Kind

Also known as non-cash contributions, these include goods and services that can be used directly by the charity. Examples include office supplies, furniture, professional services (legal, marketing), or technology. Acceptance of donations in kind requires evaluation to ensure they are needed, appropriate, and do not incur excessive costs related to their use or maintenance.

Legacies

Gifts made through wills or estate plans are a significant source of support. Handling legacies requires sensitive communication with the donor's family and careful legal and financial planning to honour the donor's wishes while ensuring compliance with estate laws.

Shares and Securities

Donations of shares, bonds, or other financial instruments can provide substantial support. Such donations require careful assessment for potential financial implications, such as market fluctuations and the timing of the sale, to maximise the financial return.

Pro-Bono Work

Contributions of professional skills or expertise, particularly in areas such as strategic planning, legal advice, or financial management. Acceptance of pro-bono services requires clarity on the scope of work and potential conflicts of interest.

Sponsorship and Corporate Donations

Support from businesses can come in the form of monetary sponsorship, contributions of goods, or co-branded activities. Corporate donations are subject to thorough vetting to ensure alignment with the charity's values and to avoid potential reputational risks.

Conditional Donations

Donations made with specific conditions attached must be reviewed carefully to ensure that the conditions do not restrict the charity's ability to operate according to its mission or lead to unanticipated long-term costs.

Matched Funding

Contributions where the donor (often a corporate entity) matches donations raised by the charity within a specified period. These require clear agreements on matching limits, qualifying donations, and timing.

3. Roles, Responsibilities, and Accountabilities

Effective management of donations is crucial to the integrity and success of The Anthony Seddon Fund. Clear roles and responsibilities ensure transparency and accountability in our fundraising efforts and the acceptance or refusal of donations. Below are detailed roles for key stakeholders:

Board of Trustees

- **Ultimate Responsibility:** The Board holds the ultimate responsibility for overseeing the acceptance and refusal of all donations. This oversight ensures all decisions align with the charity's mission, values, and legal obligations.
- **Policy Approval:** Trustees approve and periodically review the Fundraising and Donations Acceptance and Refusal Policy, ensuring it remains relevant and effective.
- **Strategic Oversight:** Provide strategic oversight on significant donations or those that might impact the charity's direction or reputation. This includes donations that are unusually large or come with potential ethical or legal implications.
- **Delegation of Authority:** Delegates day-to-day decision-making authority to the Chief Operating Officer or other designated staff, setting clear thresholds for financial values or risk levels that require escalation to the Board.

Chief Operating Officer (COO)

- **Implementation of Policy:** Responsible for the day-to-day implementation of the donation policy, ensuring that all donations are processed and managed according to established guidelines.
- **Decision-Making:** Makes decisions regarding the acceptance or refusal of donations within the parameters set by the Board. This includes assessing the potential risks and benefits of each donation.
- **Reporting:** Regularly reports to the Board on donations accepted and refused, providing detailed justifications, especially for those that are contentious or deviate from typical patterns.
- **Coordination:** Ensures coordination between different departments (fundraising, finance, communications) to align efforts and share critical information about potential and received donations.

General Manager and Fundraising Staff

- **Operational Management:** Assist the COO in the operational aspects of handling donations, from initial receipt and assessment through final integration into the charity's funding streams or activities.
- **Donor Communications:** Handle communications with donors regarding their contributions, ensuring clarity, professionalism, and adherence to the charity's communication guidelines.
- **Documentation and Compliance:** Maintain comprehensive records of all donations, including terms, conditions, and any communications with donors. Ensure compliance with data protection and financial reporting requirements.

4. Guiding Principles for Accepting a Donation

The decision to accept donations at The Anthony Seddon Fund is governed by a set of guiding principles designed to ensure that all contributions align with the charity's mission, strategic goals, and ethical standards. These principles help trustees, staff, and volunteers make informed and consistent decisions about donations.

Alignment with Mission and Strategy

- **Mission Consistency:** Donations must support and advance the charity's mission without imposing conditions that would divert resources or focus from our core objectives.
- **Strategic Enhancement:** Contributions should ideally enhance or complement the charity's strategic plans, helping to extend or improve the services offered.

Donor Compatibility

- **Ethical Alignment:** The source of the donation must not conflict with the values and ethics of The Anthony Seddon Fund. This includes consideration of the donor's reputation, the legality of their activities, and the potential impact on our public image.
- **Transparency and Integrity:** Donors must be willing to provide clear information about their intentions and the origins of their contributions. The charity reserves the right to refuse donations if the donor's activities or intentions lack transparency or integrity.

Legal and Financial Compliance

- **Regulatory Adherence:** All donations must comply with current laws and financial regulations, including those related to fundraising, data protection, and financial transparency.
- **Financial Viability:** Donations should not impose financial burdens or long-term liabilities on the charity that outweigh their benefits. This includes consideration of any ongoing costs associated with the donation.

Impact on Independence

- **Preservation of Autonomy:** Acceptance of any donation must not impair the charity's ability to act independently or advocate on behalf of its beneficiaries.
- **Avoidance of Undue Influence:** Donations must not come with conditions that would give donors undue influence over the charity's operations or decision-making processes.

Practical Considerations

- **Feasibility:** The charity must have the capacity and resources to effectively utilise the donation according to the donor's stipulations and within a timeframe that benefits the charity's objectives.

- **Cost-Benefit Analysis:** A thorough analysis should be conducted to ensure that the benefits of accepting the donation clearly outweigh any potential costs or risks.

Public Perception and Relationships

- **Reputational Risk:** The potential impact of accepting a donation on the charity's reputation and relationships with other donors, beneficiaries, and the public must be carefully considered.
- **Stakeholder Engagement:** Where appropriate, engage relevant stakeholders in the decision-making process, especially when dealing with high-value or potentially controversial donations.

5. Process for Accepting a Donation

The Anthony Seddon Fund is committed to ensuring that the process for accepting donations is clear, systematic, and aligns with our mission, values, and operational goals. The following steps outline the procedure for effectively managing and accepting donations:

Initial Donation Inquiry and Assessment

- **Donor Engagement:** Initial discussions with potential donors to understand their intentions, the nature of the donation, and any specific conditions attached.
- **Preliminary Assessment:** Review the potential donation against the charity's guiding principles for accepting donations. This includes assessing alignment with the charity's mission, values, and current strategic goals.

Due Diligence and Compliance Check

- **Legal and Ethical Screening:** Conduct due diligence to ensure that the donation complies with legal standards and the charity's ethical guidelines. This includes verifying the source of the donation to ensure it does not derive from activities that conflict with the charity's ethical standards.
- **Risk Assessment:** Evaluate any potential risks associated with accepting the donation, such as reputational risk, financial implications, or operational burdens.

Review and Approval

- **Staff Review:** The designated staff member or fundraising team reviews all documentation and assessments to make a preliminary decision. For standard donations that meet all criteria, this stage may finalise the acceptance process.
- **Higher-Level Review:** For significant, unusual, or complex donations, or if the initial assessments raise concerns, the donation proposal is escalated to the Chief Operating Officer or the Board of Trustees for further review and approval.

Documentation and Acceptance

- **Formal Documentation:** Prepare all necessary documentation that outlines the terms of the donation, including any conditions, donor recognition plans, and intended use of the donation.
- **Approval and Acceptance:** Obtain formal approval from the required authority within the charity, whether it's the Chief Operating Officer, a specific committee, or the Board of Trustees.

Acknowledgment and Donor Recognition

- **Acknowledgment:** Officially thank the donor with a formal acknowledgment letter, receipt, or other appropriate means, which includes details of the donation and its potential impact.
- **Donor Recognition:** Implement any agreed-upon recognition activities in line with the charity's donor recognition policy, ensuring they are respectful and align with the donor's and charity's expectations.

Monitoring and Reporting

- **Fund Utilisation:** Monitor the utilisation of the donation according to the intended purposes and conditions stated.
- **Impact Reporting:** Provide regular updates and impact reports to the donor, if required, to demonstrate how their contribution is being used and the difference it is making.

6. Criteria for Refusing a Donation

The Anthony Seddon Fund is committed to integrity and transparency in all its activities, including fundraising. While we are grateful for donations that support our mission, there are circumstances under which it may be necessary to refuse a donation. This decision is guided by a set of criteria designed to protect the charity's ethical standing, operational integrity, and public trust. The following are the key criteria for refusing a donation:

Misalignment with Mission and Values

If a donation conflicts with the core mission, values, or ethical standards of The Anthony Seddon Fund, it may be refused. This includes donations from sources whose practices directly contradict our commitment to social responsibility, environmental sustainability, or community welfare.

Legal and Regulatory Non-Compliance

Donations that are not compliant with legal or regulatory requirements will be refused. This includes funds from illegal activities or donations that would place the charity in violation of financial regulations, anti-money laundering laws, or charitable status requirements.

Donor Imposed Conditions

Donations that come with conditions that could limit the charity's independence or force the charity to act in ways that deviate from its strategic objectives or cause

operational difficulties. Conditions that require the charity to undertake activities outside of its charitable purposes or impose undue administrative burdens are also grounds for refusal.

Potential Harm to Reputation

Donations that could potentially harm the reputation of The Anthony Seddon Fund will be carefully considered and potentially refused. This includes accepting donations from sources with a poor public image or controversial background that could lead to diminished trust in the charity from supporters, beneficiaries, or the general public.

Financial Risk

Donations that might pose financial risks to the charity, such as those associated with uncertain tax implications, potential costs that outweigh the benefit, or that are unsustainable in the long term, may be refused to protect the charity's financial health.

Ethical Concerns

Donations from individuals or entities known for unethical practices, such as violations of human rights, environmental degradation, or other activities that could cause public concern or distress.

Conflicts of Interest

Any donations presenting a conflict of interest, either personal or professional, among the Board of Trustees, staff, or volunteers that could influence the decision-making processes or actions of the charity.

Unrealistic Donor Expectations

Donations where the donor's expectations or desired level of recognition are not feasible or appropriate, or which could impede the charity's ability to efficiently pursue its mission.

Decision-Making Process

Decisions to refuse donations based on these criteria will be made transparently and documented comprehensively, detailing the rationale for refusal to ensure accountability and learning. All such decisions will involve, at minimum, a review by the Chief Operating Officer and, when necessary, consultation with the Board of Trustees.

7. Process for Refusing a Donation

Refusing a donation is a sensitive matter that requires careful consideration and adherence to The Anthony Seddon Fund's guiding principles. The following steps outline the procedure for effectively managing and refusing donations when necessary:

Initial Assessment

- **Donor Engagement:** Communicate openly with the potential donor to fully understand the nature and conditions of the donation.
- **Preliminary Review:** Assess the donation against the charity's criteria for refusing donations as outlined in the policy. Consider factors such as alignment with the charity's mission, ethical implications, legal compliance, and potential reputational risks.

Detailed Evaluation

- **Due Diligence:** Conduct thorough due diligence to confirm any concerns related to the donation, such as the source of funds, the donor's background, or conditions attached to the donation.
- **Consultation:** Engage relevant internal stakeholders (e.g., legal advisors, board members) to discuss the potential risks and implications of accepting the donation.

Decision-Making

- **Recommendation:** Prepare a recommendation based on the evaluation, suggesting refusal of the donation. Document the reasons for this recommendation clearly and comprehensively.
- **Approval:** Submit the recommendation to the authorised decision-makers, typically the Chief Operating Officer or the Board of Trustees, for final approval.

Communication with the Donor

- **Respectful Notification:** Communicate the decision to refuse the donation to the donor in a respectful and clear manner. It is crucial to express gratitude for the donor's offer while explaining the reasons for the refusal diplomatically and maintaining confidentiality.
- **Written Statement:** Provide the donor with a formal written statement outlining the rationale for the refusal, ensuring transparency and professionalism in the communication.

Documentation and Record-Keeping

- **Record of Interaction:** Maintain detailed records of all interactions with the donor and internal evaluations related to the decision. This includes documenting the assessment process, consultations, decision-making, and communications with the donor.
- **Review and Audit:** Ensure that all documentation is stored securely and is accessible for review or audit purposes to support the decision if questioned by regulatory bodies or other stakeholders.

Alternative Support

- **Offer Alternatives:** If appropriate, discuss alternative ways the donor can support the charity that do not conflict with the charity's policies or values. This helps maintain a positive relationship with the donor and can lead to beneficial support in other forms.

8. Donor Recognition and Transparency

The Anthony Seddon Fund is committed to recognising the generosity of our donors while maintaining the highest standards of transparency and ethical conduct. The following guidelines outline our approach to donor recognition and ensure transparency in our interactions with donors:

Donor Recognition Principles

- **Respectful Acknowledgment:** All donations, regardless of size, are acknowledged in a timely and respectful manner. This acknowledgment may include thank-you letters, public recognition at events, or mentions in publications, depending on the donor's preferences and the nature of the donation.
- **Appropriate Recognition:** Donor recognition is proportional to the level and impact of the contribution. We ensure that all recognition activities are appropriate and align with the values of both the donor and the charity.
- **Donor Consent:** Before any public recognition is made, donor consent is obtained. This respects the privacy of donors who may wish to remain anonymous or prefer a lower profile in their charitable activities.

Transparency with Donors

- **Use of Donations:** Donors are informed about how their contributions will be used and, where applicable, are provided with updates on the progress of projects or initiatives they have supported. This builds trust and demonstrates the impact of their support.
- **Financial Reporting:** The charity commits to transparent financial reporting, which includes detailing income sources and how funds are used in annual reports and other public documents. This transparency extends to explaining our fundraising costs and administrative expenses.
- **Open Communication:** Donors are encouraged to engage with the charity if they have any questions or need further information about their donations or the charity's work. Regular communication channels are maintained, and donor inquiries are addressed promptly and thoroughly.

Donor Privacy and Data Protection

- **Confidentiality:** Donor information is treated with the utmost confidentiality and respect. Information about donors and their contributions is handled in accordance with data protection laws and is only shared externally with consent or as legally required.
- **Data Security:** Measures are in place to ensure the security of donor data. These measures protect against unauthorised access, alteration, disclosure, or destruction of personal information.

9. Relevant Legal Framework

The Anthony Seddon Fund, as a UK-registered charity, may apply to the Charity Commission under **Section 110 of the Charities Act 2011** for an order authorising it to refuse a donation in cases where acceptance would be inappropriate or harmful to the charity.

In addition, **Section 61 of the Charities Act 1992** (Part II) remains in force and provides for the return of donations of more than £50 made by credit or debit card within a seven-day "cooling-off" period.

10. Review

This policy will be reviewed in line with The Anthony Seddon Fund's policy review cycle, which operates on a tiered system based on risk, relevance, and compliance need:

- **Tier 1** – Annual review (compliance-critical policies)
- **Tier 2** – Review every two years (operational or people-focused policies)
- **Tier 3** – Review every three years (low-risk or informational policies)

In addition to the scheduled cycle, this policy may also be reviewed earlier if:

- There are significant changes in legislation or best practice.
- Internal monitoring, feedback, or incidents indicate a review is necessary.
- Structural or operational changes within the charity affect its relevance or application.

Whether or not there were substantive changes, the version control section will display the date of the most recent review.