



The Anthony Seddon Fund
Supporting mental wellbeing in our community

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This policy applies to all individuals agreeing to host a sponsored event or fundraiser for The Anthony Seddon Fund .	
Purpose:	
The purpose of this policy is to lay out the terms and conditions for individuals hosting a sponsored event or fundraiser for The Anthony Seddon Fund .	
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1. Introduction

This policy provides the terms and conditions that all fundraisers agree to follow when they choose to raise funds on behalf of The Anthony Seddon Fund. Our goal is to ensure that all fundraising activities align with the charity's values and comply with legal and ethical standards. This policy helps maintain the integrity of our fundraising efforts and safeguards the trust placed in us by our supporters and the community. By registering to fundraise for **The Anthony Seddon Fund**, you are agreeing to abide by the terms and conditions laid out in this policy.

2. Definitions

Fundraising Event

Any organised activity conducted to raise funds for The Anthony Seddon Fund, including but not limited to, charity runs, galas, auctions, or online campaigns.

Corporate Sponsor

A business or corporation that supports the charity through financial contributions, donations in kind, or services under terms that align with the charity's ethical guidelines and objectives.

Digital Fundraising

The process of collecting charitable donations using digital technologies, typically through online platforms, social media, and electronic payment methods.

Compliance

Adherence to laws, regulations, and guidelines that govern fundraising activities. This includes local and national laws, as well as policies specific to data protection and charity fundraising.

Risk Assessment

The systematic process of identifying, analysing, and addressing risks associated with fundraising activities. This is crucial to ensuring the safety and security of event participants, volunteers, and the funds raised.

Data Protection Regulations

All applicable privacy and data protection laws that govern the collection, use, and storage of personal data. In the UK, this includes the Data Protection Act 2018, the UK General Data Protection Regulation (GDPR), and the Privacy and Electronic Communications Regulations (PECR).

Financial Management

The administration of funds raised through fundraising activities ensures that all financial transactions are conducted transparently, responsibly, and in accordance with accounting standards.

Cancellation Policy

Guidelines and procedures are set out for cancelling fundraising events or activities, detailing the communication requirements and the management of funds already collected.

Volunteer and Participant Conduct

Standards of behaviour are expected from volunteers and participants involved in fundraising activities. These standards are designed to ensure that all activities are conducted respectfully, safely, and in alignment with the charity's values.

Personal Data

Any information related to an identifiable individual who can be directly or indirectly identified in particular by reference to an identifier. This includes, but is not limited to, names, email addresses, personal health information, and financial details.

Review and Feedback Mechanisms

Processes established to evaluate fundraising activities and collect input from participants, volunteers, and donors. These mechanisms help the charity to continually improve its fundraising practices and strategies.

3. Conducting Fundraising Events

Fundraising events are vital to advancing the mission of The Anthony Seddon Fund. To ensure these events are successful and align with our values and legal requirements, the following guidelines must be observed:

Event Planning and Approval

- **Initial Proposal:** Organisers must submit an initial proposal for the fundraising event to the designated charity coordinator. This proposal should outline the event's purpose, target audience, expected outcomes, and any potential risks.
- **Approval Process:** All events must receive formal approval before any promotion or execution begins. This process ensures that the event aligns with the charity's goals and complies with all applicable regulations.

Risk Assessment

- **Conducting Risk Assessments:** Organisers are required to conduct a comprehensive risk assessment for each event to identify potential safety and security risks to participants, volunteers, and the organisation.
- **Mitigation Strategies:** Based on the risk assessment, organisers must develop and implement strategies to mitigate the identified risks. This may include arranging appropriate insurance coverage, ensuring adequate security, and planning for emergency responses.

Financial Controls

- **Budget Management:** Establish a clear budget for the event, detailing expected income and expenditures. All financial transactions must adhere to the charity's financial controls and accounting practices.
- **Transparent Accounting:** Maintain accurate and transparent records of all financial transactions related to the event. This includes ticket sales, donations, sponsorships, and expenses.

Legal and Regulatory Compliance

- **Adherence to Laws:** Ensure the event complies with all relevant local, national, and international laws, including fundraising regulations, health and safety codes, and licensing requirements.
- **Permits and Licenses:** Obtain all necessary permits and licenses well in advance of the event. This includes permissions for public gatherings, food service, music, and raffles, where applicable.

Marketing and Promotion

- **Branding Guidelines:** Use The Anthony Seddon Fund's branding correctly and consistently in all event promotional materials. Approval for all promotional content must be obtained from the charity's marketing department.
- **Ethical Promotion:** Ensure that all marketing and promotion activities are truthful, not misleading, and respectful to potential attendees and the general public.
- **Fundraising 'In Aid Of' The Anthony Seddon Fund:** Make sure you communicate that you are raising money "in aid of" The Anthony Seddon Fund, not in association or in partnership with The Anthony Seddon Fund.

Volunteer Management

- **Recruitment and Training:** Recruit and train volunteers to assist with the event. Provide clear instructions, responsibilities, and conduct guidelines to all volunteers to ensure they represent the charity appropriately.
- **Support and Supervision:** Ensure volunteers are adequately supported and supervised throughout the event to facilitate a successful and safe fundraising activity.

Event Follow-up

- **Debrief and Evaluation:** Conduct a post-event debrief with all key stakeholders to evaluate the event's success, discuss what worked well, and identify areas for improvement.
- **Reporting and Documentation:** Prepare a comprehensive report summarising financial results, participant feedback, and overall performance against objectives. Share this report with relevant charity staff and trustees.

4. Legal Compliance and Risk Management

Legal Compliance

- **Fundraising Regulations:** Ensure all fundraising activities comply with local and national laws related to charitable fundraising, consumer protection, and event safety. This includes adhering to the rules set by the Charity Commission and other relevant regulatory bodies.
- **Contracts and Agreements:** Review and approve all contracts and agreements related to fundraising events, particularly those involving external vendors or partners, to ensure they are legally sound and protect the charity's interests.

Licensing and Permits

- **Obtaining Necessary Permits:** Secure all necessary permits and licenses before hosting any event, especially those that involve public assembly, food and beverage distribution, or entertainment. This ensures that all activities are legally sanctioned and reduces the risk of penalties or disruptions.
- **Compliance with Licensing Requirements:** Adhere to the terms set by licensing agreements, including restrictions on noise levels, alcohol sales, and public safety measures.

Risk Assessment and Management

- **Systematic Risk Assessments:** Conduct detailed risk assessments for each fundraising event to identify potential hazards ranging from financial risks to safety threats to participants.
- **Implementation of Mitigation Measures:** Develop and implement risk mitigation strategies based on the assessment outcomes. This may include

securing appropriate insurance coverage, such as liability insurance for events, to cover potential claims resulting from accidents or injuries.

Data Protection and Privacy

- **Safeguarding Personal Data:** Ensure all personal data collected during fundraising activities is handled in compliance with the Data Protection Act 2018 and the UK GDPR. This involves securing consent from individuals regarding how their data is used and ensuring that data collection methods are secure.
- **Transparency and Data Rights:** Provide clear information to donors and participants about their data rights and the charity's data handling practices, including how to access or correct their data.

Handling Legal Disputes

- **Dispute Resolution Mechanisms:** Establish clear procedures for resolving disputes that may arise from fundraising activities. This includes disputes with donors, vendors, or event participants.
- **Legal Counsel:** Engage legal counsel when necessary to handle complex disputes or to provide guidance on compliance with fundraising laws and regulations.

Political Neutrality

Commitment to Neutrality

- **Non-Partisan Stance:** The Anthony Seddon Fund is committed to maintaining a strictly non-partisan stance in all its activities, including fundraising. It is crucial that the charity's events, communications, and affiliations do not imply endorsement or opposition to any political party, candidate, or politically charged issue.
- **Apolitical Fundraising:** Ensure that all fundraising activities remain free from political influence and are not used as a platform for political advocacy or campaigning. This neutrality helps preserve the integrity and focus of our charitable mission.

Guidelines for Maintaining Neutrality

- **Event Planning and Execution:** When planning and executing fundraising events, carefully review all content, speeches, and materials to ensure they do not contain political messages or endorsements.
- **Selection of Speakers and Partners:** Choose speakers, sponsors, and partners who understand and respect the charity's non-partisan position. Avoid collaborations that could potentially align the charity with political entities or agendas.

Monitoring and Enforcement

- **Ongoing Monitoring:** Continuously monitor fundraising activities for adherence to this policy. This includes overseeing promotional materials, public statements, and the conduct of individuals representing the charity at events.

- **Corrective Actions:** Implement corrective measures immediately if any aspect of a fundraising activity contravenes the charity's stance on political neutrality. This may include revising materials, retraining staff, or public clarification of the charity's position.

5. Sponsorships and Partnerships

Criteria for Selection

- **Alignment with Charity's Values:** Potential sponsors and partners must align with The Anthony Seddon Fund's core values and mission. The selection process will evaluate each potential sponsor's corporate social responsibility (CSR) practices, reputation, and previous charitable activities to ensure compatibility.
- **Due Diligence:** Conduct thorough due diligence on potential sponsors and partners to assess any potential reputational risks or conflicts of interest that could arise from the partnership.

Approval Process

- **Initial Review:** Proposals for sponsorships and partnerships must first be reviewed by the designated team within the charity to ensure preliminary alignment with the charity's objectives and values.
- **Formal Approval:** Final approval must be obtained from the Chief Operating Officer or the Board of Trustees, depending on the scale and potential impact of the sponsorship or partnership.

6. Financial Management

Financial Oversight

- **Clear Guidelines: Clear:** Written guidelines on handling and transferring funds collected are available in the Fundraising Toolkit. These guidelines include instructions on how to safely collect money, acceptable methods for transferring funds to the charity, and timelines for deposits.
- **Designated Contacts:** A designated contact within the charity's finance team can support external fundraisers with any financial queries or issues that may arise during their fundraising activities.

Collection and Handling of Funds

- **Secure Online Collection Methods:** All online donations should be channelled through the charity's official donation page or a vetted third-party platform.
- **Receipts and Acknowledgments:** We encourage you to provide receipts for donations whenever possible and to keep detailed records of all transactions, including donor details, if the donors agree to share this information.

Transfer of Funds to the Charity

- **Timely Deposits:** All funds collected should be transferred directly to the charity's official bank account within a specified timeframe, typically within 30 days of the event or campaign conclusion.
- **Documentation Required:** Please submit a detailed accounting of all funds raised, including dates, amounts, and sources, when transferring the funds to ensure transparency and proper record-keeping.

7. Cancellations and Refunds

Cancellation of Fundraising Events

- **Notification Requirements:** Should a fundraising event need to be cancelled for any reason, the event organiser is responsible for notifying The Anthony Seddon Fund as soon as possible. Additionally, the organiser must inform all registered participants and sponsors about the cancellation.
- **Public Announcements:** The charity will provide guidance on how to handle public announcements regarding the cancellation. This includes preparing statements for social media, websites, and other communication channels to explain the reason for cancellation and express gratitude to participants and supporters.

Handling Refunds

- **Refund Policies:** Clearly state the conditions under which refunds will be made to donors or event participants. Include details such as refund eligibility criteria, the process for requesting a refund, and the timeframe within which refunds will be processed.
- **Process for Sponsors:** Outline specific guidelines for managing refunds or reallocations of sponsorship funds. Ensure that sponsors are given options, such as redirecting their funds to future events or other forms of support for the charity.

Donation Retention

- **Option to Retain Donations:** In cases where events are cancelled, provide donors with the option to allow The Anthony Seddon Fund to retain the donation to support the ongoing work of the charity. Communicate clearly about how these funds will be used to advance the charity's mission.
- **Transparency with Donors:** Ensure that all communications with donors regarding the retention of their donations are transparent, highlighting the impact of their continued support and thanking them for their generosity.

Documentation and Record-Keeping

- **Maintaining Records:** Keep detailed records of all cancellations and refunds, including the reasons for cancellation, the amount refunded, and to whom. This documentation is essential for financial transparency and auditing purposes.

8. Data Protection and Confidentiality

Compliance with Data Protection Regulations

- **Understanding Legal Requirements:** All external fundraisers must comply with the Data Protection Act 2018, the UK General Data Protection Regulation (GDPR), and the Privacy and Electronic Communications Regulations (PECR). It is essential that fundraisers understand their responsibilities under these regulations to ensure proper handling, storage, and sharing of personal data.
- **Training and Resources:** The Anthony Seddon Fund will provide necessary training and resources to external fundraisers to help them understand data protection requirements and implement best practices.

Collection and Use of Personal Data

- **Consent for Data Collection:** External fundraisers must obtain explicit consent from individuals before collecting their personal data. This consent should be freely given, specific, informed, and unambiguous.
- **Purpose Specification:** Clearly communicate to individuals the purposes for which their data is being collected and how it will be used. Ensure that personal data is not used for any purpose other than those explicitly specified at the time of collection.

Data Security and Access

- **Secure Handling:** Ensure that all personal data collected during fundraising activities is securely stored and protected against unauthorised access, loss, or destruction. Use appropriate technical and organisational measures to safeguard personal data.
- **Restricted Access:** Limit access to personal data to individuals who need it to perform their fundraising duties. All individuals with access to personal data must be trained on the importance of protecting personal data and maintaining confidentiality.

Sharing and Disclosure of Personal Data

- **Restrictions on Data Sharing:** Do not share personal data collected during fundraising activities with third parties without the explicit consent of the data subjects, unless required by law.
- **Data Processing Agreements:** If sharing data with third parties is necessary, ensure that all third parties are compliant with data protection laws and that a formal data processing agreement is in place.

Data Subject Rights

- **Informing Data Subjects:** Ensure that data subjects are informed of their rights under data protection laws, including the right to access their data, request corrections, object to processing, and request deletion of their data.
- **Responding to Data Subject Requests:** Establish a process for promptly and effectively responding to requests from data subjects regarding their personal data.

Data Retention and Disposal

- **Retention Policy:** Adhere to a clear data retention policy that specifies how long personal data will be kept and the criteria used to determine this duration. Ensure that personal data is disposed of securely once it is no longer needed for the specified purpose.

Breach Notification

- **Incident Response:** Implement an effective incident response plan to detect, report, and investigate a personal data breach. In the event of a data breach, external fundraisers must notify The Anthony Seddon Fund immediately, and where applicable, the Information Commissioner's Office (ICO) and affected individuals.

9. Volunteer Conduct

Commitment to Ethical Conduct

- **Alignment with Charity Values:** All volunteers engaged in fundraising activities on behalf of The Anthony Seddon Fund are expected to uphold the charity's values of integrity, respect, and accountability. Volunteers should conduct themselves in a manner that reflects positively on the charity and its mission.
- **Compliance with Policies:** Volunteers must familiarise themselves with and adhere to all relevant policies and procedures, including the Fundraising Terms and Conditions, to ensure compliance with legal requirements and ethical standards.

Professionalism and Respect

- **Respect for Others:** Treat all stakeholders, including donors, event participants, staff, and fellow volunteers, with respect and dignity. Avoid engaging in behaviour that may cause harm, discomfort, or offence to others.
- **Professionalism:** Maintain a professional demeanour at all times when representing The Anthony Seddon Fund, whether in person, online, or through other communication channels.

Transparency and Honesty

- **Truthful Representation:** Provide accurate and truthful information about The Anthony Seddon Fund and its activities to donors, sponsors, and event participants. Avoid making misleading statements or promises that cannot be fulfilled.
- **Disclosure of Conflicts of Interest:** Promptly disclose any conflicts of interest that may arise in the course of volunteering, such as personal relationships with donors or financial interests that could potentially influence decision-making.

Teamwork and Collaboration

- **Cooperation:** Work collaboratively with fellow volunteers, staff, and external partners to achieve fundraising goals and objectives. Support and assist others as needed to ensure the success of fundraising events and campaigns.
- **Feedback and Improvement:** Provide constructive feedback to charity staff on ways to improve fundraising processes and procedures based on your experiences as a volunteer.

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.