



**The Anthony Seddon Fund**  
Supporting mental wellbeing in our community

<b>Document Control</b>	
<b>Title:</b>	Ethical Fundraising Policy
<b>Version:</b>	2
<b>Reference Number:</b>	HR-PP-FI-11
<b>Supersedes:</b>	FR-PP-FI-11 – Ethical Fundraising Policy – V1
<b>Review Tier:</b>	Tier 1
<b>Next Review Date:</b>	June 2026
<b>Scope:</b>	This policy applies to all staff, volunteers, and other connected individuals with fundraising responsibilities at The Anthony Seddon Fund.
<b>Purpose:</b>	This policy sets out how The Anthony Seddon Fund manages ethical issues and social responsibility within fundraising.
<b>Version Changes:</b>	<ul style="list-style-type: none"><li>• No substantive changes required.</li><li>• Updated document reference to reflect revised naming convention.</li><li>• Updated Section 9 – Review to reflect the charity's new tiered policy review cycle.</li></ul>

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## 1. Introduction

This policy sets out how we at The Anthony Seddon Fund manage ethical issues and social responsibility within fundraising. Specifically, we aim, at all times, to be open, honest, fair, and to operate in a legal way that meets not only the law but also fundraising regulation and best practice, including the **Code of Fundraising Practice (HR-PP-FI-11A)**.

Everyone who is involved in fundraising has a responsibility to be aware of and comply with the ethical issues and procedures in this policy.

## 2. Roles, Responsibilities, and Duties

### The Anthony Seddon Fund

The board of trustees is aware of and follows the six principles in Charity Commission 20 - Charity Fundraising: A Guide to Trustees Duties (**HR-PP-FI-11B**).

The charity will always be honest about what it can achieve when asking for funds, submit realistic budgets, use the funds for the purpose intended, and ensure that it provides any reports required on time.

The charity will ensure that everyone is aware of and consistently complies with the regulatory guidance on fundraising behaviours and responds promptly and effectively to any fundraising complaints.

## Supporters

Supporters have a right to expect the charity to provide clear, truthful information on our work, including reporting on how we spend the funding we are given and managing donors' information responsibly.

We will comply with the guidance issued by the Charity Regulators and UK law, including in respect of openness and honesty with our supporters and members of the public, and the charity's internal financial policies and procedures.

We will respect the privacy and contact preferences of our donors. We will respond promptly to requests to cease contacts or complaints and act to address their causes.

## Vulnerable Individuals

In communicating with potential or existing donors, we will be mindful of indicators that may suggest they may be vulnerable, using **REAL**:

- **Retain:** Do you have to repeat the information you give? Do you have to repeat what you have said over and over again?
- **Explain:** Are they able to properly explain or communicate the decision they have made? Are they joining in the discussion or just agreeing with what you are saying? Are they asking questions that aren't related to what you are saying?
- **Able:** Are they able to understand what they are being told?
- **Listen:** Are they able to listen, follow, and understand the discussion taking place, or are they just repeating what you say?

If an individual shows signs of possible vulnerability, we will:

- Consider communication preferences.
- Not make assumptions about them.
- Ask them what they need and how you can help them better.
- Empathise and sympathise with them.
- Try asking questions in a different way.
- Summarise anything that has been decided or agreed upon in plain

We:

- Will not place any undue pressure on individuals to donate.
- Do not solicit or accept donations from anyone whom we know or think may not be competent to make their own decisions.
- Are sensitive to any particular need that a donor may have.

### 3. Representing Beneficiaries in Fundraising Materials

In our communications, we always represent our beneficiaries with respect and in the way they would like to be seen. We will only use personal information that they have given consent for and for the purposes they have agreed to, and we will not disclose anything that might put them at risk, particularly children and vulnerable people.

### 4. Equality and Inclusion in Fundraising

The Anthony Seddon Fund is committed to promoting equality, diversity, and inclusion in all its fundraising activities. We believe that embracing diversity and offering equal opportunities enhances our ability to fulfil our charitable mission. Our fundraising practices aim to be inclusive and accessible to all segments of society, regardless of race, ethnicity, religion, gender, sexual orientation, age, disability, or socioeconomic status.

#### Objectives

- **Accessibility:** Ensure that all fundraising activities are accessible to people with disabilities, offering alternative formats and assistance where necessary.
- **Diverse Fundraising Channels:** Utilise a variety of fundraising channels that cater to different demographics and communities, acknowledging and respecting cultural differences in giving.
- **Inclusive Communication:** Use language and imagery in fundraising materials that reflect the diversity of the community we serve. Ensure that our communications are free from bias and promote positive representations of all groups.

#### Practices

- **Training:** Provide regular training for all staff and volunteers on equality, diversity, and inclusion principles, particularly as they relate to fundraising. This training will help identify and address unconscious biases and ensure respectful interactions with donors and the public.
- **Monitoring and Evaluation:** Regularly monitor and evaluate our fundraising activities to ensure they are equitable and inclusive. This involves gathering feedback from diverse groups to understand their experiences and perceptions of our fundraising practices.
- **Community Engagement:** Actively engage with diverse communities to understand their views and preferences in fundraising. This will involve outreach programmes and consultations to ensure their voices are heard and incorporated into our fundraising strategies.
- **Feedback Mechanism:** Establish a clear and accessible feedback mechanism that allows stakeholders to share their experiences and suggestions related to equality and inclusion in our fundraising activities.

## Accountability

- **Reporting:** Include a section on equality and inclusion in our annual fundraising reports, detailing our efforts, outcomes, and areas for improvement.
- **Policy Review:** Review this policy annually to ensure it remains relevant and effective in promoting equality and inclusion. Updates will be made in response to feedback from our community and changes in best practices in the sector.

## 5. Refusing Donations

We abide by the law, which requires us, in deciding whether to accept or refuse a donation, to consider which action is in the charity's overall best interest. We have adopted **HR-PP-FI-04 - Fundraising and Donations Acceptance & Refusal Policy** which covers this in detail.

## 6. Commercial Partners

We will not partner with any organisation that produces goods or services or acts in a way that is contrary to our charitable objects or values.

We are aware of and comply with the **Charity Commission RS2 – Charities and Commercial Partners**. We will ensure that any commercial agreement represents a fair deal for the charity and:

- Clearly establish what we expect to gain from it prior to entering into an agreement.
- Set up appropriate systems to monitor and review the partnership.
- Take the appropriate steps to identify and manage any risks.
- Ensure from the outset that the expectations of both the charity and the company have been agreed upon, and
- Can be managed effectively and appropriately.

We will disclose any commercial partnerships in our Annual Report.

## 7. Donations

If supporters wish their donation(s) to be used in a specific way or for a specific purpose, they may make a restricted donation by providing written instructions with their donation. We will aim to respect this as much as possible, as long as their wishes are in line with the charity's mission and objectives.

## 8. Environmental Considerations in Fundraising

The Anthony Seddon Fund is committed to minimising the environmental impact of our fundraising activities. This commitment is in line with **HR-PP-CE-11 - Environmental Policy**, which outlines our dedication to sustainable practices across all areas of operation. We recognize that protecting the environment is integral to the sustainability of our charity and the community we serve.

### Objectives

- **Sustainable Practices:** Implement and promote environmentally sustainable practices in all fundraising events and initiatives.
- **Resource Efficiency:** Ensure efficient use of resources, reduce waste, and promote recycling and reusability wherever possible.
- **Awareness and Education:** Raise awareness about environmental issues through our fundraising campaigns and encourage donors and participants to adopt eco-friendly practices.

### Practices

- **Event Planning:** Incorporate environmental considerations into the planning and execution of all fundraising events. This includes selecting venues that follow green practices, using digital materials over printed ones whenever possible, and minimising travel by promoting virtual participation.
- **Material Selection:** Use environmentally friendly materials for any physical promotional materials, such as recycled paper or biodegradable products. Encourage suppliers and partners to adopt green standards.
- **Waste Management:** Develop and implement waste reduction and recycling strategies at all fundraising events. This includes providing clear labelling for waste disposal and partnering with waste management services that prioritise recycling and composting.
- **Carbon Footprint Reduction:** Strive to reduce the carbon footprint of our fundraising activities by optimising logistics and transportation, encouraging online participation, and using local suppliers to decrease transportation emissions.

## 9. 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.