



Ethical Fundraising Policy

Introduction

To help guarantee the availability of ongoing funds to pay for our work, Walking With The Wounded (WWTW) aims to maintain a broad base of different sources of funding. The purpose of this policy is to ensure clarity and openness to all our stakeholders with regards to how and when we can accept support.

The majority of our supporter relationships will be cash income based, but may also involve in-kind, pro-bono, marketing, or other support.

WWTW will not allow any supporter to compromise our independence and all supporters, and staff associated with these supporters, must be clear that the positions we take are based on our independent assessment of the most effective way to advance our mission - they are not constrained in any way by the policy or priorities of any organisations or individuals that support us.

Purpose

The purpose of this document is to:

- Help ensure that funding relationships do not indirectly support activities that are counter to our mission.
- Protect our reputation, by supporting decision-making on funding opportunities.
- Provide guidance on the types of companies, funders and fundraising events that we will or will not be associated with in pursuing fundraising to support delivery of our mission.

Responsibility

This policy has been agreed and held by the CEO & Board of Trustees, who are publicly accountable for upholding it. All staff, particularly those in the income generation team, have a responsibility for upholding the policy.

This statement of policy is meant as a working guide for WWTW. Any final decisions will be governed by the Board of Trustees. It is the duty of the Board to advise of any potential conflicts of interest with regards to funding or partnerships, and for the Board to always act in the best interests of the WWTW.

Guidance

WWTW has a responsibility to our stakeholders, including staff, service users, supporters, and partners, to consider the ethical issues that may arise in working with or accepting funding from an organisation or individual and the associated risks to our mission and reputation. WWTW actively seeks opportunities to work together with external organisations and individuals to achieve shared objectives. However, it is vital that we maintain our independence and do not allow any external partnership to bring our name into disrepute.

Donations, funding, and partnerships which may pose a reputational risk to us include those which could lead to negative publicity and:

- The loss of donations from other supporters
- The loss of volunteers whose services would be of equivalent or greater value than the gift or partnership
- The loss of staff or the inability to recruit staff with the necessary skills and dedication

This document provides guidance for staff. If in any doubt, or where new issues or potential issues arise, staff should raise these at SMT (Regional Management Board) level.

Acceptance Criteria

When deciding whether to accept any donation, the Chief Executive and Trustees have a duty to demonstrate to the Charity Commission that they have acted in the best interest of the charity, and that association with any donor does not compromise WWTW's ethical position, harm its reputation, or put future funding at risk.

Fundamentally we need income to provide services to support our mission, so the decision to decline funding or support must be taken very seriously.

1. Financial support

WWTW accepts financial support from, and partnership working with, companies and individuals on the following conditions:

- There are strong grounds for believing that it will result in a benefit to our beneficiaries
- The Chief Executive and trustees are satisfied that there is no indication of the potential for adverse publicity that may result from accepting such support
- There is no attempt on the part of the company or individual to influence our policy or actions either explicitly or implicitly
- That initiatives do not compromise our independent status
- The company does not participate in business practices that are counter to our mission.

2. Cause-Related Marketing, Affinity Marketing and Product/Service Endorsement

Cause-related marketing (CRM) is a mutually beneficial collaboration between a corporation and a nonprofit designed to promote the former's sales and the latter's cause. WWTW may want to enter a partnership of this nature on the following conditions:

- Potential partnerships of this nature must be approved at SMT level
- It is possible to enter a partnership of this nature with or without explicitly or implicitly inferring endorsement. SMT will indicate which of the two will apply and where WWTW wish to enter a partnership of this nature without inferring endorsement a disclaimer statement to this effect will be included alongside any branding or associated products e.g. "The use of this logo does not imply any endorsement by Walking With the Wounded of this company, its products or services"
- WWTW will never provide access to our service user or donor data as part of an income generation partnership with an external organisation

3. Trusts and foundations

WWTW can seek to raise funds from a series of charitable Trusts and Foundations, but recognises that, simply because these have been registered with the Charity Commission does not mean that they are ethical givers. WWTW will not accept money from any charitable Trust where its source funding is known to run contrary to our aims.

4. Statutory bodies

WWTW recognises that, in accepting funding from statutory bodies, it must consider the policy implications and obligations that might be tied to it and ensure that these do not contravene our aims.

Purchasing goods

WWTW will not knowingly purchase goods and/or services produced and delivered under conditions which involve any form of abuse or exploitation of third parties. Evidence (not exhaustive) of such abuse and exploitation includes:

- The use of child labour
- Failure to pay employees a minimum wage
- Working hours are excessive
- Evidence of any form of inhuman, unreasonable or discriminatory treatment of employees
- Undertake practices that violate human rights through environmentally unsustainable business practices.

WWTW expects suppliers to accept responsibility for labour and environmental working conditions under which products are made and services are provided, and to make written statement of intent regarding the company’s policy.

5. Employment or training opportunities

Securing paid employment for our service users is a key outcome across our support areas. We also believe that it is not our place to impose our organizational values on our service users. With these points in mind, where an organisation is offering employment opportunities (be those paid roles, training or work placements) for veterans, WWTW will work with that organisation for the purpose of supporting our service users into work. This includes organisations listed on the avoidance list.

For those organisations listed on the avoidance list, WWTW will not promote the partnership and will use wording to the effect *“The use of this logo does not imply any endorsement by Walking With the Wounded of this company, its products or services”* when communicating about the relationship.

Avoidance Criteria

In the table below;

- green organisations indicate those we are free to work with
- amber organisations require further discussion at SMT level
- red organisations we are unable to work with

If in doubt, the conversation should be raised at SMT.

Area		WWTW Rational
Involved in activities that run contrary to our overall charitable objectives / vision / aims		
Involved with human rights abuses or illegal activity.		
Instigate or repeat views of an inflammatory or derogatory nature concerning someone’s race, gender, disability, sexual orientation, religion, culture, or any other aspect of that		

person's life which may be counter to the our purposes and values.	Red	
Animal testing	Yellow	
Cryptocurrency	Yellow	Awareness of environmental impact
Genetic engineering	Yellow	
Intensive farming	Yellow	
Manufacture of environmentally hazardous products or chemicals	Yellow	
Military contracts	Green	
Mining	Yellow	
The manufacture of tobacco	Yellow	
Alcohol manufacturing	Yellow	
Nuclear power	Yellow	
Third world debt	Yellow	
Third world marketing	Yellow	
Pornography or the sex industry	Red	Risk to our reputation
Gambling	Yellow	Known issue for service users. Amber rather than red as could be wide category including organisations that support raffles / fundraising
Lending and debt provision (does not include high street banks or building societies).	Red	Known issue for service users. Primary concern is payday loans companies.
Water pollution	Yellow	

Due Diligence

Due diligence is a process to satisfy legal and ethical obligations. It includes checking the identity of donors and partners to ensure there are no conflicts (or potential conflicts) of interest and carrying out such research to guard against legal and reputational risk.

It is not expected that WWTW undertake due diligence on every donor. Where the size or nature of the donation is significant, or there is any suspicious characteristics, WWTW will use ‘Know Your Donor’ principles developed by the Charity Commission https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/550694/Tool_6.pdf as a guide.

WWTW will carry out due diligence on donations of:

- £10,000 or more from individuals

- £50,000 or more from grant-making trusts
- £50,000 or more from unsolicited corporate donations

In line with Charity Commission guidance, if a donation of £25,000 or more is received from an unknown or unverifiable source, it is to be reported to the Charity Commission as a serious incident. N.B. This only applies when the donor is completely anonymous, not when the donor is known to WWTW but wishes to remain publicly anonymous.

Compliance and disciplinary

If you do not meet the requirements contained in this policy, you may be subject to the **Disciplinary Procedure Policy**.

Policy Review

This policy will be reviewed every two years (or sooner if new legislation is introduced).

Policy Review

Policy Details	
Version	1
Date Ratified:	28 May 2022
Implementation Date:	29 May 2022
Responsible Director:	Joel Oxberry
Review Date:	2 years from implementation date