



## ETHICAL FUNDRAISING POLICY

### 1. Purpose of this policy

- Help ensure that funding relationships do not indirectly support activities that are counter to YDance's mission
- Protect YDance's reputation, by supporting decision-making on funding opportunities
- Provide guidance on the types of companies, funders and fundraising events that the organisation will or will not be associated with in pursuing fundraising to support delivery of its mission.
- Ensure clarity and openness in all our interactions with stakeholders.

### 2. Responsibility

The Board of Directors is responsible for managing this policy and overseeing its implementation. The CEO is responsible for implementing the policy within their areas of work, and for overseeing adherence by staff and volunteers. Every member of staff and all volunteers should take personal responsibility for conforming to it.

It is the responsibility of the CEO to audit compliance with all policies as part of the organisation's normal audit cycle, and to undertake or direct remedial action as required.

### 3. Our ethical fundraising guidelines

We have a responsibility to stakeholders and participants to consider the ethical issues that may arise in working with or accepting funding from an organisation/individual, and the associated risks to reputation and organisational objectives.

This policy sets out the criteria which must be considered when deciding whether YDance should be involved in opportunities connected with accepting donations, grants, sponsorships, or other partnerships.

YDance actively seeks opportunities to work with external organisations and individuals to achieve shared objectives, however, it is vital that YDance maintains its independence and does not allow any external partnership to bring the name of the organisation into disrepute.

### 4. Acceptance Criteria

YDance accepts financial support from, and works in partnership with, companies and individuals on the following conditions:

- There are strong grounds for believing that it will result in a benefit to the YDance's beneficiaries
- We are satisfied that neither the independence nor the integrity of YDance would be compromised by accepting such support
- We are satisfied that any publicity that results from accepting such support will be beneficial to YDance.

## **5. Avoidance Criteria**

YDance has a duty to demonstrate to OSCR that they have acted in the best interest of the charity and that association with any particular donor does not compromise its ethical position, harm its reputation or put future funding at risk. YDance complies with all relevant legislation and guidance, including The Charities and Trustee Investment (Scotland) Act 2005 and The Charities and Benevolent Fundraising (Scotland) Regulations 2009, Code of Fundraising Practice (covering lotteries and raffles, direct marketing/GDPR rules, fundraising involving children, event fundraising, financial transactions, community fundraising), money laundering rules, the Bribery Act 2010 and OSCR guidance.

The following criteria apply to all opportunities (including donations, grants, sponsorships, gifts of property, shares and other securities, pro bono work, and other partnerships or arrangements).

YDance must refuse opportunities where:

5.1. the donation comes from an individual or organisation which is in direct conflict with our mission, vision, and values, and could compromise who we are or what we do. Circumstances where this may apply include, but are not limited to: companies that promote gambling, tobacco companies, alcohol companies, pornography or the sex industry, lending and debt provision, weight loss and dieting companies, individuals or organisations known to be associated with criminal sources.

5.2. it is believed that the cost to YDance of accepting a donation or opportunity will be greater than the value of the donation or opportunity itself,

5.3. the donation is deemed to come from a vulnerable person or a person in vulnerable circumstances,

5.4. the donation is made with the intention of influencing YDance with an explicit or implicit exchange for favours or benefits

5.5. the donation would help further a donor's personal or organisational objectives which conflict with those of YDance

5.6. the donation, through either its magnitude or nature, will unduly restrict YDance's ability to deliver, or to be seen to deliver, the full scope of our charitable endeavour

5.7. it is considered that the opportunity may, in the opinion of YDance, bring the organisation into disrepute or involve the organisation in controversy or publicity which would do meaningful damage to YDance's reputation and standing.

YDance will also refuse donations from those that are known to 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 YDance's purposes and values.

## **6. Corporate partnerships**

6.1 In general, we apply the following conditions to each of our corporate partnerships:

- Participation in a specific corporate arrangement does not in any way imply YDance's approval or endorsement of any corporate policies, nor does it imply that YDance will advocate on behalf of any corporate entity,
- YDance's name is not used in a manner that would express or imply our endorsement of the corporation or its policies,
- YDance retains equal editorial control over any information produced as part of a corporate arrangement in which we are quoted, or our logo is displayed. In such cases, all materials in print, broadcast, or electronic media prepared by the corporate partner must be submitted to YDance for approval in writing prior to release, and
- An up-front payment is not required to secure a partnership (although a nominal brand licence fee may be charged as part of the agreement).

6.2 Where appropriate, YDance will provide recognition of corporate support as set out in a communications plan agreed between both parties, and our key corporate partners will be disclosed in financial reporting.

6.3 For all partnerships, where any funds paid are contingent on fulfilling specific conditions or benefits (such as use of YDance's logo), a corporate partnership agreement, commercial participation agreement, or memorandum of understanding will be drawn up. All agreements will set out clearly the nature of the partnership and the obligations of each party.

## **7. Due Diligence**

YDance will carry out due diligence to satisfy legal and ethical obligations, including checking the identity of donors and partners to ensure there are no conflicts (or potential conflicts) of interest and carrying out appropriate research to guard against legal and reputational risk including

- identifying what the organisation's or individual's business is and ensuring this is appropriate for the charity to be involved with
- watching out for unusual or suspicious or unexpected activities, conduct or requests.
- research using a range of publicly available sources which may include the Electoral Register, Companies House, the Register of Charities, OSCR, the Charity Commission, newspaper reports and company websites.

## **8. Fundraising complaints**

Under self-regulation, individual charities are the first point of call for any complaints about fundraising practices. YDance adopts the Scottish Fundraising Adjudication Panel's model complaints handling procedure. <https://goodfundraising.scot/model-complaints-procedure/>

## **9. Further Points**

YDance 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.

YDance will not allow any supporter to compromise our policy 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.

YDance can seek to raise funds from a series of charitable Trusts and Foundations, but recognises that, simply because these have been registered with the OSCR/Charity Commission does not mean that they are ethical givers. The Organisation therefore does not accept money from any charitable Trust where its source funding might run contrary to YDance's aims, or if it is a requirement of grant receipt to advertise any company or organisation whose activities run contrary to the YDance's aims.

YDance will maintain accountability and open and honest relationships with all its partners, by regularly monitoring and evaluating its work.

**Agreed at the Meeting of the Board of Trustees on:**

**Signed by**

**Chair, Board of Trustees**

**Date:**

**Revised and updated:**