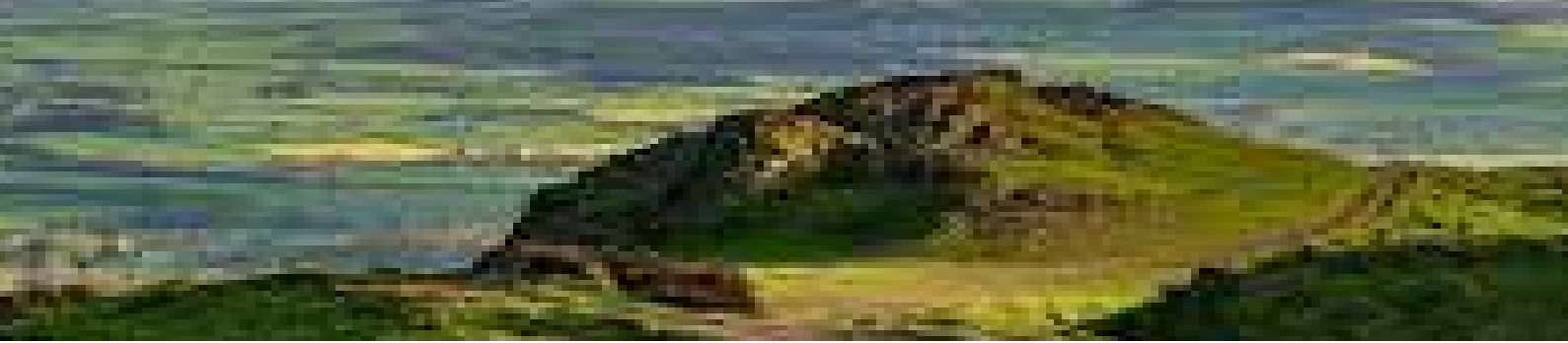


SAVE OUR SHROPSHIRE CIO POLICY DOCUMENT

POLICY: FUNDRAISING



1. Purpose of Policy

Save Our Shropshire CIO (SOS CIO) is a registered charity and relies on fundraising to secure its charitable objects, which support education and projects that will enable the people of Shropshire to reach Net-Zero Carbon emissions by 2030.

In pursuit of that funding, we must uphold any legal, statutory or regulatory requirements relating to funding and maintain our reputation and adherence to our company values in the process of raising funds from whatever source.

This Policy provides guidance on how we will manage the fundraising at SOS CIO to ensure that we maintain these standards and provide reassurance and transparency to our donors and sponsors that our processes will deliver the objectives which they seek to achieve through us.

We will in due course register with the Fundraising Regulator and are committed to maintaining good practice in fundraising.

This Policy will be reviewed every three years or more frequently as legislation, guidance from official bodies or industry best practice changes.

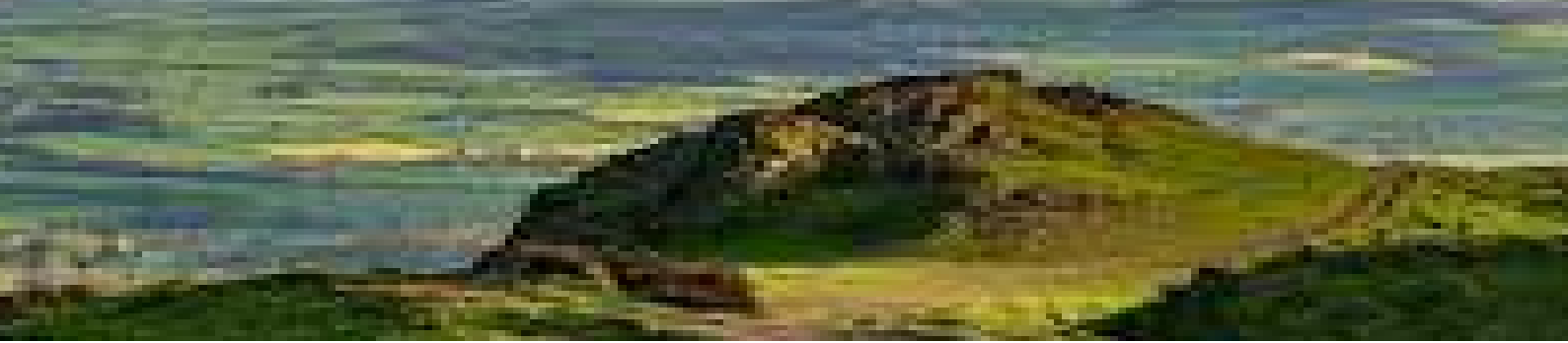
2. Definitions of types of funding

SOS CIO fundraises through the following means:

“Sponsorship” is where a business provides money to secure the marketing and promotion of its business name, products, services or image. Sponsorship may also include the giving of services or goods for the same in return. It is usually a taxable supply (see VAT appendix).

A “donation” is a gift for which no direct benefit is sought. A donation may take various forms, including cash, services, or goods, from an individual or an organisation. A donor’s name or list of donors may be on display or included in publicity if SOS CIO chooses to do so by way of thanks. It must be made clear to the donor that any decision to display or include the donor’s name is at the sole discretion of the SOS CIO. SOS CIO is entitled to claim Gift Aid on donations from individuals where a Gift Aid Declaration is made that confirms that the individual is a tax resident in the UK and has paid tax during the donation period. Donations are not subject to VAT.

A “membership” scheme is where a donor gives a gift to a charity in return for membership benefits – e.g. advice, help or education. The value of the benefits given must not outweigh the value of the membership. If the value of the benefits is less than the total value of the membership, then the membership may be divided into a donation and a payment for VAT purposes.



A “grant” is cash given to an individual or an organisation for a specific purpose. There is an obligation to fulfil any criteria the funding body may place upon the grant, i.e. to ensure the funded project satisfies its aims and objectives and proceeds as outlined during the grant application process.

Funding bodies usually require some level of profile in return for their grant, and this should be in proportion to the size of the grant and agreed upon in writing before accepting the grant.


This recognition will usually be in the form of a logo or line credit with agreed wording in publicity.

Grants should always be documented in some form of the written agreement between the parties. Grants are not subject to VAT, unless we are providing goods or services in return.

3. Requirements for grants

SOS CIO will only accept funds if they meet the following requirements:

- **Benefits:** there are strong grounds for believing it will benefit SOS CIO and its charitable objects. The benefit sought should be viewed as good value for the level of support given and the resource required to secure it.
- **Integrity:** the company, organisation, partnership, or activity will not bring SOS CIO into disrepute, damage our reputation or integrity, or be likely to result in loss of income, for example, through bad public relations, which leads to other sponsors ceasing to want to work with us.
- **Strategic fit:** partnerships, activities and the objectives of companies or organisations with whom we work, will align with our Vision, Mission and aims and objectives as stated on our website.
- **Independence:** donations, partnerships or activities do not compromise our independent status.
- **Influence:** there is no attempt on the part of the partner, donor, company or organisation to influence our Policy or actions either explicitly or implicitly. All funding must operate within the requirements of SOS CIO's Hospitality & Anti-Bribery Policy.
- **Legality:** partnerships, activities and the wider business activities of partner companies or organisations must be, as far as we can ascertain, wholly legal under applicable law.
- **Codes of Practice:** acceptance of donations, partnerships and



activities must comply with the Fundraising Regulator Code of Fundraising Practice and the Fundraising Promise.

- **Standards:** the partnership, company or organisation and activity must meet any appropriate and associated national or international standards and abide by any relevant regulations.

4. The role of Trustees

The final responsibility for actions under this Policy and our Fundraising Strategy rests with SOS CIO's trustees, who will be able to demonstrate they act in 'the best interests of the charity'.

This means trustees will not be influenced by personal moral perspectives or judgements or derive any personal benefit from funding to the charity.

Trustees will declare a conflict of interest where it exists.

5. Consideration of opportunities

Some companies, organisations or donors will require special consideration before funding can be accepted from them.

The Board of SOS CIO should discuss funders that may be considered contentious before being approached.

Examples include funders that:

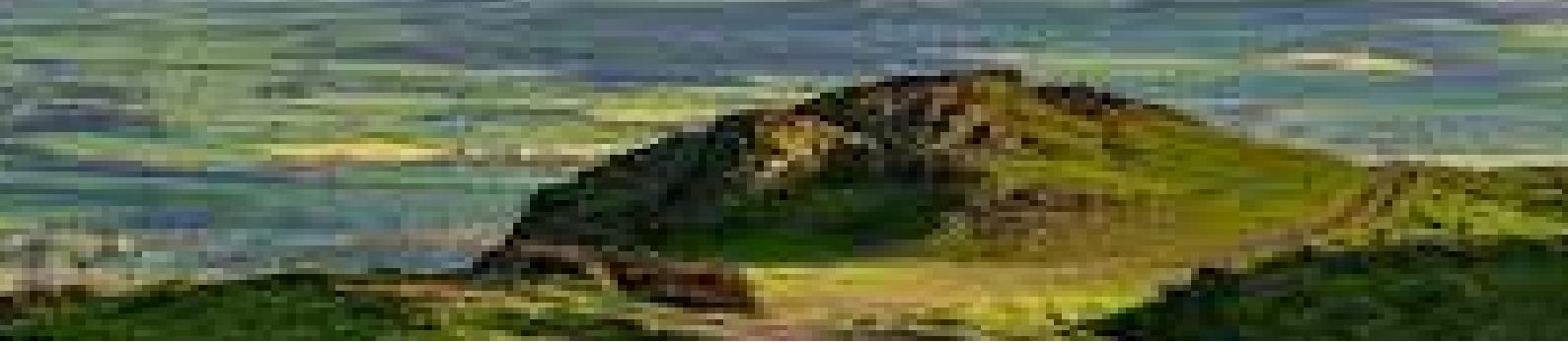
- may have unethical practices concerning the manufacture of their products e.g. animal welfare, human rights;
- promote or are involved in pornography, weaponry or similar activities;
- is in financial or legal conflict with SOS CIO;
- as far as SOS CIO is aware, does not uphold the same values of our Equality & Diversity Policy.

The above list is not exhaustive, and SOS CIO retains the right to decline funding from any funder, which SOS CIO, in its sole discretion, considers inappropriate.

6. Authority to proceed

All gifts (including sponsorships) will be channelled through the Funding Trustee to ensure they are documented and handled in line with this Policy & company procedures.

Gifts can only be accepted, providing that appropriate authority for approval



has been secured. The thresholds for approval are as follows:

Gifts up to £5,000	= Manager approval
Gifts above £5,000 until £25,000	= Trustee approval
Gifts above £25,000 until £75,000	= Chair approval
Gifts above £75,000	= Full Board approval

7. Alcohol sponsorship

Organisations which produce and promote alcohol may sponsor our activities, provided that the sponsorship adheres to at least the Portman Code of Practice on Alcohol Sponsorship available from:

<http://www.portmangroup.org.uk>

This code stipulates that all alcohol companies must abide by the code and anyone representing alcohol brands.

The code requires that alcohol companies demonstrate responsibility in promoting their products and ensure their products are only promoted to those over 18 years (therefore their brand cannot appear on anything specifically targeted at under 18, or where more than 25% of the audience is under 18 years).

They must also comply with relevant licensing legislation where sampling or sale takes place.

The guide includes a complaints procedure and provides a free advisory service by contacting advice@portmangroup.org.uk if a sponsorship needs to be discussed before acceptance.

8. Transparency

A copy of this Policy will be displayed on our website and given to any third parties who undertake any fundraising on our behalf.

9. Process for managing Corporate Sponsorship

Before a sponsorship can be secured, the following steps must be undertaken:

- **Research:** businesses approached should be researched to ensure a best fit in line with this Policy.

- **Valuation:** benefits to be offered to a sponsor must be valued to ensure fair and reasonably priced proposals.
- **Benefits:** all crediting and branding permitted must be agreed in advance based on the valuation.
- **Invoicing:** full payment should be received before the activity sponsored takes place.
- **Contracting:** all sponsorships over £1,000 should be documented with a written contract.
- **Evaluation:** sponsors should be provided with an evaluation demonstrating return on investment after the activity.
- **Review:** sponsors should not be contracted for longer than three years without considering whether the partnership still presents the best value for SOS CIO.

All sponsorship is unrestricted income to the charity as a service provided in return for payment.

10. Process for managing Donations and Grants


When a donation or a grant is received, staff should ensure the following:

- Clarify where the donation or grant will be spent and whether it should be treated as unrestricted or restricted funds.
- Document the gift and log any relevant details agreed such as management of the gift and activity funded, decision making for any changes to the activity supported, payment schedule etc.
- Procedure for thanking the funder, ensuring that benefits of significant financial value are not given that will conflict with this Policy or significantly off-set the value of the gift.
- If a UK resident tax payer is making the gift, undertake full documentation to enable Gift Aid claims, if appropriate.

SOS CIO needs to know the source of funds to ensure it complies with this Policy.

11. Handling Memberships

We have Membership schemes for corporate or individual supporters, who wish to take an active part in supporting and developing the SOS CIO. The general



public can also be non-paying members of SOS CIO.

The membership schemes are a useful fundraising mechanism but must be handled appropriately to ensure that the value of any benefits does not outweigh the value of the membership.

All memberships should be valued against the cost of benefits. They may be split into a taxable benefit value and a donation value if the total value of the benefits is less than the cost of the membership. If a donation does form part of the membership, then this should be documented so that any applicable Gift Aid may be reclaimed on any part of a membership that is not a taxable benefit.

12. Data Protection

SOS CIO will administer all fundraising in line with its Data Protection Policy.

We will not give Funders direct access to mailing lists or data held by SOS CIO, unless SOS CIO has the express permission of the data subject.

All funders have a right to request access to their data and may obtain this by contacting a member of the Board.

SOS CIO acknowledges the donor's right to privacy and will uphold the Fundraising Regulator's Fundraising Promise values.

Should any funder or donor wish to complain about fundraising, they may do so under the SOS CIO Complaints and Compliments Policy.

13. Gift Aid

We will seek to maximise all donations by claiming gift aid from HMRC wherever possible. Donors will be asked for a gift aid declaration, which will be stored through our database systems.

Claims will be made to HMRC in line with the requirements of current legislation.

14. Use of agencies and third parties

On occasion, we may work with third parties, sponsorship agencies, consultants and partners on our fundraising. Where such parties are engaged, they must also adhere to this Policy.

SOS will communicate the use of their services to prospective donors, and the value of their use will be assessed to ensure that significant Return On Investment (ROI) on is obtained.

