



Fundraising Policy

1. Purpose

The Guild of St George raises funds to support the delivery of its charitable activities; to protect and enhance access to the Ruskin Collection; and to sustain its other assets to ensure the charity remains a going concern and a force for good in society both nationally and internationally.

This policy sets out how The Guild manages social and ethical issues associated with fundraising. Specifically, the Guild aims to be open, honest, fair and to operate in a way that meets not only the legal requirements, but also fundraising best practice as set out in the Code of Fundraising Practice.

People

2. Directors

The Directors are aware of and will comply with Charity Commission guidance CC3a, regarding their responsibilities, particularly in relation to acting in the charity's best interests and managing conflicts of interest. The Directors are also aware of and follow the 6 principles in the Charity Commission provision CC20 (Charity Fundraising: a guide to Directors duties).

The Guild 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 reports as required to funders, donors and partners. The Guild will ensure that everyone is aware of and consistently complies with the regulatory guidance on fundraising behaviours and respond promptly and effectively to any complaints via its Complaints Policy.

3. Companions

Companions and external supporters have a right to expect the Board of Directors to provide clear information on fundraising activity, including on how the Guild spends funds raised and manages donors' personal information.

The Guild will comply with the guidance issued by the Charity Regulators and UK law, including in respect of openness and honesty with donors and will respect their privacy and contact preferences. The Guild will respond promptly to requests to cease contacts or to complaints and act to address their causes.

4. Beneficiaries

In its communications the Guild will represent its beneficiaries respectfully and in the way they would wish to be seen. The Guild will only use personal information that they have given consent to be used and for the purposes they have agreed and will not disclose anything that might put them at risk, particularly in the case of children and vulnerable people.

5. Bullying And Abuse

The Directors have zero tolerance for abuse, including discrimination, bullying and sexual harassment, not only for fundraising staff and volunteers, but for anyone who is involved with its work. The Guild will maintain a culture of respect and equality in line with its Policy on Diversity and Inclusion.

6. Vulnerable Individuals

In communicating with potential or existing donors, the Guild will be mindful of indicators that may suggest he or she may be vulnerable. If an individual shows signs of possible vulnerability, the Guild will consider communication preferences and exercise both empathy and sympathy in its dealings.

The Guild will not place any undue pressure on individuals to donate, will be sensitive to any particular need that a donor may have and will neither solicit nor accept donations from anyone who may not be fully competent to make their own decisions.

7. Commercial Partners

The Guild will not partner with any organisation that produces goods/services or acts in a way that is contrary to its charitable objectives or values. The Guild will comply with Charity guidance RS2 – Charities and Commercial Partners. The Guild will ensure that any commercial agreement represents a fair deal for the charity and clearly establishes what the Guild expect to gain from it, prior to entering into an agreement and will:

- Set up appropriate systems to monitor and review the partnership.
- Take 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 and can be managed effectively and appropriately.
- Disclose any commercial partnerships in its Annual Report.

Systems & Procedures

8. 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. The Guild will always respect this.

9. Refusals

The Guild will abide by the law which requires it, in deciding whether to accept or refuse a donation, to consider which action is in the charity's best overall interest.

10. Due Diligence

The Guild will undertake reasonable due diligence of donors, to ensure they do not hold views or are involved in activities that might be incompatible with its charitable objectives or values. The Guild will ensure that any gift is safe to accept and would be in its best interests. The Guild will also consider issues, such suspicious donations, or managing large anonymous gifts, or those from vulnerable individuals.

11. Review

The policy will be reviewed annually and also on the basis of any legislative or official guidance changes.

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