

## **Fundraising – BWR Standard Operating Procedure**

### **Purpose**

BWR is primarily funded through charitable donations.

It is important that those involved in fundraising activities follow a consistent process as described within this Standard Operating Procedure (SOP) so that these activities maintain and enhance our reputation as a charity and maintain the safety of our volunteers.

This SOP describes the way in which fundraising will be conducted and managed by Bath Welcomes Refugees (BWR) in accordance with relevant legal requirements and other obligations.

### **Scope**

Our strategy for fundraising will adapt to the changing context we face as an organisation. The strategy will be reviewed by our Trustee Board every year. A Fundraising Team is responsible for coordinating the delivery of the strategy on behalf of the Trustees and is accountable to the Management Committee (MC).

This SOP covers types of donations and fundraising from which BWR is likely to receive funds.

Any offers of funding not directly covered by this SOP or other queries on the application of this SOP will be dealt with as follows:

1. The initiative/query will be referred to a member of the Fundraising Team
2. Any external parties will be informed that the initiative is under active consideration.
3. The Fundraising Team member will make a recommendation to the MC on whether and how to proceed with a fundraising initiative in a way that meets our obligations, and fundraising strategy.
4. The Management Committee will use this recommendation to confirm our approach including wider considerations such as our capacity to deliver and reputational impacts.
5. Where uncertainty remains, the Management Committee may seek a decision from the Trustees.
6. Any external parties will be informed of the decision promptly.

### **The Fundraising Code of Practice**

BWR is registered with the Fundraising Regulator and therefore abides by the Fundraising Code of Practice.

The Code of Practice includes some legal requirements and other requirements that we have agreed to abide by as part of a system of self-regulation of the charity sector in the UK.

<https://www.fundraisingregulator.org.uk/code>

We have also signed up to the Fundraising Promise and have a commitment to:

- high standards
- being clear, honest and open
- being respectful
- being fair and reasonable
- being accountable and responsible

<https://www.fundraisingregulator.org.uk/more-from-us/resources/fundraising-promise>

The policies set-out in this Fundraising SOP are consistent with the Fundraising Code of Practice. In common with that document, the items in body text highlighted **bold** may be legal requirements in some circumstances.

### **Fundraising communications**

All marketing materials that relate to fundraising will include:

- The Fundraising Regulator's logo.
- **Our name and our registered charity number, our company number, place of registration (England and Wales) and our registered office address**

### **Purpose of funds raised**

**BWR's fundraising is solely for the furtherance of the charitable purposes laid out in its governing documents.**

**Where funds are stated to be being raised for particular purposes we will record these purposes to ensure funds are used in the manner intended.**

Where external parties wish to raise funds in aid of BWR but ring-fenced to certain refugee communities we will explain to them that we support all refugee communities and the advantage to us of being able to use funds raised across all communities, giving the external party the opportunity to widen the purposes for which we can use the funds.

### **Direct fundraising by BWR volunteers and employees where cash or electronic payments are taken**

We will:

- **ensure relevant permissions have been granted to collect donations (this may include property owner, event organiser, and if it is on public land will require a permit from the relevant local council);**
- **abide by any conditions of the permissions given to fundraise;**

- take names of volunteers who are accepting donations at a particular event and give them a clear understanding of their responsibilities and obligations;
- **keep cash donations in a sealed box and count them in a private place by the BWR event organiser and one other person;**
- pass cash donations to the Treasurer for banking within 7 days.

Passwords for contactless machines are to be provided by the Treasurer to specific named individuals and not shared with others.

### **Individual donors**

- Donor information will be kept strictly confidential with limited access – adhering to BWR Data Protection policy.
- We will record on Fundraising Spreadsheet if the gift is unrestricted or for a specific project.
- Non-cash gifts will be reviewed by the MC prior to acceptance – some gifts impose special obligations.
- We will record the source of gift i.e. direct mail appeal, special event, LocalGiving etc. on the Fundraising Spreadsheet.
- Monies will be paid immediately into the BWR account.

### **Fundraising events organised by the Fundraising Team or Management Committee**

We will:

- **undertake a suitable and proportionate risk assessment;**
- **ensure we have sufficient third-party public-liability cover in place;**
- **consider issues of equal access and legal requirements on health and safety when considering a venue;**
- **ensure that any product being sold at the event meets relevant safety standards;**
- **ensure any food being supplied meets hygiene regulations;**
- **ensure relevant licenses are in place if serving alcohol;**
- bank the monies as soon as possible and record them on the Fundraising Spreadsheet.

### **Events organised by those outside of the Fundraising Team or Management Committee on behalf of BWR (e.g., events we are partnering with or events organised by volunteers under our direction)**

We will:

- establish that the type of event is suitable to BWR principles;
- establish how they are promoting and running event and how BWR can support it;
- where appropriate share this document and the Fundraising Code of Practice with the organisers;
- request monies to be paid in as soon as possible into BWR bank account or via Local Giving;

- record the receipt of the monies on a Fundraising spreadsheet;
- request and record feedback on how we have worked with the event organisers.

**Where we become aware of events or initiatives organised by non-BWR volunteers “in aid of” BWR**

We will:

- thank the organisers for thinking of us when deciding who to raise money for;
- request them to use the words ‘in aid of’ in their own marketing;
- advise them that they are responsible for organising all aspects of their fundraising and that BWR therefore does not have liability;
- request that monies are to be paid in as soon as possible into BWR account or via Local Giving;
- record the receipt of the monies on a Fundraising Spreadsheet.

Where events and initiatives are raising monies for a specific refugee community or communities we will request that the organisers do not use our logo in their publicity materials.

Where BWR volunteers or employees attend such events we will take any available opportunities to explain that we support all refugee communities.

**Commercial supporters**

The Management Committee will review offers of funds from commercial enterprises prior to acceptance to ensure that the source of support is compatible with BWR principles. **If rejected we will record the reason for the rejection.**

If accepted we will:

- record income and details on Fundraising Sheet;
- Bank monies immediately into BWR account

Where the commercial support is related to the ongoing sale of goods and services we will **enter into a written agreement with the organisation** which includes:

- the names and addresses of all the parties to the agreement;
- the date on which each party signed the agreement and the length of the agreement;
- details of what proportion of the price of the goods or services will be given to BWR or how much money the commercial participator will donate in connection with selling or supplying the goods or services; and
- how much the commercial participator will receive (if any) as payment or for expenses.

## **Grants and grant giving bodies**

- All grant applications to be agreed by a member of the Management Committee and the Treasurer.
- All outcomes to be recorded.
- Money to be paid immediately into BWR account and recorded on the Fundraising spreadsheet.
- **The use of grant money to be monitored and recorded to ensure it is used in the manner intended.**
- Liaison with grant-givers as required, including the provision of relevant information.

## **Online fundraising platforms (LocalGiving)**

BWR is a member of LocalGiving.

Ongoing membership of any other online fundraising platforms will be subject to the approval of the Management Committee and Treasurer, taking into account the relevant requirements of the Fundraising Code of Practice.

Particular requirements and responsibilities for LocalGiving:

- Two administrators to monitor LocalGiving page regularly
- Monies go direct to BWR account
- Thank contributors within seven days of completing any event
- Thank one-off donors within 30 days
- Thank monthly donors once per year as a minimum

## **Static Collection Boxes**

Static collections are collection boxes which stay in one place - either on the floor or on counters in places such as shops, pubs, hotels, hospitals and reception areas.

If we are organising a static collection we will:

- **get the permission of the site owner or those with authority to give you permission to hold a static collection;**
- Provide a letter of authority to a BWR volunteer to collect the monies donated at the fixed collection site with their name and the contact details for someone on the Management Committee;
- Agree with the site owner the frequency of collection;
- Advise the BWR volunteer to present this letter to the site owner or person who has given permission for the static collection at the point of collection.

## **Professional Fundraisers**

Professional fundraisers are people that carry on a fundraising business, i.e, a person or organisation (such as a fundraising agency or consultant) whose only or main business is to raise money for charitable institutions.

We do not currently partner with professional fundraisers. Any future agreements to partner with professional fundraisers would be subject to the agreement of the Management Committee and Treasurer and care would be taken to ensure that the agreement was in line with our obligations.

## **Online prize draws and lotteries**

Where BWR is asked to undertake an online prize draw for a donated item, care will be taken to ensure that the online platform used (e.g., Crowdfunder.org.uk) complies with the relevant regulations, including those contained within the Fundraising Code of Practice related to prize draws.

## **Incidental lotteries at events**

**Any lottery (or raffle) will not be the main reason for holding an event.** It will take place alongside another one-off event such as a dinner or a quiz.

**We will provide physical tickets to people entering the lottery. Tickets will only be sold at the event while it is taking place.**

**We will spend a maximum of £100 to cover expenses to run the lottery such as the costs for printing tickets or hiring equipment. We will spend a maximum of £500 to pay for prizes. Prizes can also be donated. No prizes will be rolled over to future lotteries.**

## **Awareness raising events**

In order to promote fundraising it may be linked with a range of awareness-raising activities relating to refugee issues, although stand-alone events may also be organised. All activities and events will be undertaken in accordance with BWR policies and procedures.

## **Complaints about Fundraising**

Complaints about fundraising activities will follow the processes and procedures laid out in our separate complaints policy.

### **Acknowledgement of donations (in public and private)**

Wherever possible we should acknowledge the receipt of the donation and thank the donor. The initial recipient of a donation should refer to the separate internal guidance note when determining how to best acknowledge a donation.

[https://docs.google.com/document/d/1pqJJEbllkpWA-TiQewjAbe3bU\\_9nP4T0fPuOr7honJk/edit](https://docs.google.com/document/d/1pqJJEbllkpWA-TiQewjAbe3bU_9nP4T0fPuOr7honJk/edit)

### **Date of next review**

July 2024