

Fundraising Policy

February 2021

Introduction

Our Values: In the application of our policy, we will seek to ensure that we live our values - Ambitious, Compassionate and Stronger Together. When raising funds we set ourselves the highest standards in order to maintain our supporters' trust and will be open, honest, fair and legal in our fundraising practice.



Policy statement

Crohn's & Colitis UK is committed to improving the lives of people with Crohn's and Colitis and raises money to fund the vital information and support services provided by the charity, advocacy on behalf of our community and research. We greatly value and rely upon the trust of our supporters. We support the [Fundraising Regulator's Promise](#) and our fundraising is conducted in compliance with the law. We have set ourselves the highest standards in order to maintain our supporters' trust and will be open, honest, fair, and legal in our fundraising practice.

This policy describes how we meet our ethical and social responsibility within fundraising and comply with the law. All Crohn's & Colitis UK staff and volunteers involved in fundraising have a responsibility to thoroughly understand and comply with this policy.

We respect the rights of Crohn's & Colitis UK supporters to clear, truthful information about our work. We will be transparent about how we spend donated monies and how we responsibly manage donors' information. Our latest Annual Accounts are published on our [website](#) and shared with the [Charity Commission](#). We are a member of the [Fundraising Regulator's scheme](#). The Fundraising Regulator maintains a Code of Fundraising Practice for the UK and sets standards for charitable fundraising. Crohns & Colitis UK adheres fully to all guidelines and standards produced by The Fundraising Regulator and we proudly display its logo on all our public fundraising materials.

Scope

This policy applies to all activities undertaken with a view to generating income for the charity including grants, donations, legacies, in kind support and sponsorship.

Fundraising

We welcome fundraising from members of the public and provide guidance on key fundraising activities, especially when they are subject to legal regulations such as organising events or holding raffles. As fundraisers raise money in aid of Crohn's & Colitis UK and not on behalf of the charity, we do not accept responsibility or liability for any fundraising, events, or activities that fundraisers might choose to organise.

Fundraising activities which include children and/or vulnerable adults must comply with our [Safeguarding Policy](#).

Crohn's & Colitis UK is committed to minimising the impact of its activities on the local and global environment. We endeavour to make our fundraising events environmentally responsible. We are making progress and are moving towards an increasingly sustainable approach.

Gambling

Crohn's & Colitis UK run a weekly lottery and annual raffles as a different and fun way for our community to support our work. Our lottery and raffles are licenced and regulated by the [Gambling Commission](#). We support responsible gambling and are committed to ensuring that all our lottery activity is operated in a secure, fair, and socially responsible way, which does not have a negative or detrimental effect on players. Whilst the majority of people do gamble within their means, for some, gambling can become a problem. We ensure that appropriate information and support is in place to tackle problem gambling.

Use of donations

Crohn's & Colitis UK is grateful for every donation it receives. We work hard to ensure that all gifts are used wisely, and we are transparent about how donations are spent. Most of our fundraising is aimed at raising unrestricted funds which we then have the flexibility to use for our core services and activities as needed. Occasionally we may run special appeals for specific projects.

The charity will respect a donor's wish and restrict their donation if they provide written instruction to this effect, providing that we have an existing or planned activity which matches the restriction, and that the activity will cost at least the value of the donation. If we cannot facilitate the restriction, we will inform the donor and they can choose to withdraw their donation or receive a refund if they wish.

Refusal of donations

When deciding whether to accept a donation, the Senior Leadership Team and Board of 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 or partner does not compromise our position, harm our reputation, or put future funding at risk. This applies to all types of donation - cash, gifts in kind, shares, legacies, pro bono work and sponsorship. The charity reserves the right to refuse a donation where this is judged to be in the best interest of the charity. This will be evaluated by the Senior Leadership Team and the decision to refuse a donation will be made by the Board. The donation will be evaluated against factors including if the donor's objectives or activities are incompatible with

Crohn's & Colitis UK's vision, mission, and values, particularly if it risks causing significant damage to the charity's integrity, public image, or professional reputation.

We will not accept donations from individuals or companies whose wealth is known to result from illegal activities or where there are indications of corruption and related economic crime. Crohn's & Colitis UK will not knowingly accept financial support or partnerships with organisations that make or sell armaments, manufacture tobacco, exploit children or vulnerable adults or who have committed human rights violations.

Partnerships and sponsorship

Crohn's & Colitis UK works with commercial and not-for-profit partners that align with our values, support the delivery of our charitable objectives, add value to the experience of people affected by Crohn's and Colitis, and/or raise significant funds for our work. We have developed a Working with Other Organisations Policy to guide our involvement with both commercial and not-for-profit partners.

Sponsorship may be a financial arrangement or support in-kind in return for a commercial opportunity for the sponsor. Sponsorship arrangements are accounted for within NACC Merchandise (Crohn's & Colitis UK's trading entity). Sponsorship is a business contract and therefore subject to VAT. Sponsorship activities are approved when they are deemed to be in the best interest of people with Crohn's and Colitis. Terms and conditions apply and the benefits that a sponsor receives in return for their financial support must comply with the Fundraising Regulator's guidelines. For additional details please refer to the Working with Other Organisations Policy.

Due to the additional complexity of working with Pharmaceutical companies we offer additional guidance below.

Working with Pharmaceutical companies

The development, availability and proper use of medicines, treatments and devices are an important part of the management of Crohn's and Colitis. We recognise the importance of working collaboratively with all stakeholders with an interest in Crohn's and Colitis including working with pharmaceutical companies and medical device companies that manufacture and market drugs and treatments, as this provides us with key background knowledge and positive networking opportunities. Crohn's & Colitis UK's strategic activities are not influenced by the pharmaceutical industry or medical device companies and we do not, and will not permit, any company with a direct or indirect commercial interest in IBD to influence our activities.

Where possible, Crohn's & Colitis UK favours the use of a funding consortia based on more than one company working together and will avoid entering a relationship designed to give one company obvious competitive advantage over another. However, the charity will enter into strategic partnerships with individual companies if it is deemed to be in the best interest of people with Crohn's and Colitis.

Where consensus exists that it is beneficial for people with Crohn's and Colitis, there may be occasions where the charity has no hesitation in calling on NHS funders to make resources available for a specific medicine, treatment, or device, and will campaign for its equitable access. This action would only be taken where there is clear evidence from clinical trials, UK clinicians believe it should be available, or it has been recommended by the National Institute for Health and Care Excellence (NICE). This work fits within our

strategic objectives and is carried out to help improve the lives of people with Crohn's and Colitis. We will not accept funding from medicine and device companies to support any campaigns on access to treatment or devices or any other influencing activities.

We may make aggregated or anonymised data available to other organisations where appropriate to support our work on behalf of people with Crohn's and Colitis including providing evidence and statistics to support improvements in health services or to inform and support our policy and public affairs work, and campaigns. However, we will not disclose confidential or identifiable information about our members, service users or supporters without seeking prior permission.

To safeguard Crohn's & Colitis UK's independence, funding from pharmaceutical and medical device companies will not exceed fifteen percent (15%) of the charity's total annual income. These limits include gifts in kind, employee fundraising and grants from charitable trusts or foundations which are associated with pharmaceutical or medical device companies.

In adherence to the [ABPI Code of Practice for the Pharmaceutical Industry 2019](#) we make public all partnerships with the pharmaceutical industry or medical device companies through our website and in our annual accounts.

Gifts in kind

Gifts in kind, also referred to as in-kind donations, describe goods and services that are given instead of a monetary donation. If Crohn's & Colitis UK is gifted goods or services for its own use, which it would otherwise have purchased, those will be included in our Annual Accounts, provided the value of the gift can be measured reliably. We will only accept Gifts in Kind in accordance with our Working with Other Organisations Policy.

Local Networks

Volunteer-led local networks bring local people affected by Crohn's and Colitis together for social and education events or to raise awareness of Crohn's and Colitis within a local area or region. Local networks can opt to raise funds for Crohn's & Colitis UK if they so wish. Crohn's & Colitis UK provides guidance and support to Local Networks on a range of fundraising activities which local networks can organise if they choose. However, any activities undertaken by a Local Network are managed by the group itself, the Local Network volunteers are responsible for organising and facilitating safe and successful activities in accordance with Crohn's & Colitis UK's policies and guidance. Funds raised by local networks are unrestricted and may be used for core charity services which help to improve the lives of everyone affected by Crohn's and Colitis including research, our helpline etc.

Financial processes

All staff involved in financial processing take great care to ensure the protection of supporters' funds and the good reputation of Crohn's & Colitis UK. All financial procedures are governed by relevant regulation, and processes will uphold both current regulation and best practice.

Legacy Recognition Policy

We are extremely grateful for all legacy gifts given to us by our supporters. Gifts in Wills can provide significant income that can transform our work. We recognise Legacy gifts once probate has been obtained and there is a reasonable level of certainty of the value (this occasionally precludes residuary gifts where a large proportion of the income is derived from property or shares) which will be received in line with the charity's Statement of Recommended Practice (SORP) guidance.

Data protection and Privacy

We respect our supporters' decisions and their privacy and contact preferences. We will respond promptly to complaints and/or requests to cease contact. The charity will ensure that all fundraising activities will be carried out in line with all legislation and best practice as detailed in our [Privacy Policy](#).

We will ensure that third parties who may process data on our behalf are held to the same high standards and have signed the relevant data handling and non-disclosure agreements.

Review

This policy will be reviewed every three years by the Senior Leadership Team and Board, or when there are significant changes in legislation or government guidance.

Approved

February 2021

Crohn's & Colitis UK Board of Trustees