



Fundraising Policy

Independent North Shields Supporters Association

The way this association asks for support affects people's trust and confidence in fundraising.

This policy sets out the process and behaviour we expect from all fundraisers. It includes treating people fairly and with respect, explaining our cause in a way which does not mislead people.

Fundraising Statement

The Independent North Shields Supporters Association (INSSA) shall ensure that:

- All funds raised for a particular cause will be clearly stated and approved in advance
- The committee shall always act in the best interests of INSSA and its members
- The committee shall appoint a 'Fundraising Coordinator'
- Individual events/activities shall be managed by a minimum of 2 lead members
- All proposals for grant funding must include a business case aligned to the association mission statement and constitution

Fundraising Protocol

1. A fundraising coordinator will oversee all funding bids and planned activities
2. The coordinator will report directly to the INSSA committee
3. All proposal for fundraising must be agreed by the committee
4. All fundraising monies must be banked with the association
5. Fundraising 'on behalf of' the association must add value to all members
6. Fundraising 'in aid of' a third-party shall clearly state purpose and value
7. All monies raised must allow for electronic and face to face donations
8. All monies raised will be recorded and signed for via the coordinator
9. Each fundraising activity must have a minimum of two activity lead members
10. Receipts must be provided for any agreed expenses

The association shall not allow any individual or group to raise funds without consent, or to use personal accounts as part of any fundraising activity.



Fundraising Process

1. General behaviour

- 1.1 All fundraising **must** be legal, open, honest, and respectful.
- 1.2 You must be polite to people at all times.
- 1.3 You must not unfairly criticise or insult other people or organisations.
- 1.4 When fundraising you are acting on behalf of the association, and as such you must behave in a manner that does not bring the association in to disrepute by words or actions.

2. Asking for support

- 2.1 You must not fundraise in a way which is an unreasonable intrusion on a person's privacy, is unreasonably persistent or places undue pressure on a person to donate.
- 2.2 You must not continue to ask a person for support if that person clearly indicates – by word or gesture – that they do not want to continue to speak to you.

3. Informing donors and treating people fairly

- 3.1 All fundraising materials we use must not mislead anyone.
- 3.2 You must not take advantage of mistakes made by a donor.
- 3.3 You **must not** discriminate against people when fundraising.
- 3.4 You must not take a donation if you know, or have good reason to believe, that a person lacks capacity to decide to donate.
- 3.5 You must take all reasonable steps to avoid asking for regular donations (for example, by direct debit) from anyone aged under 18.

4. Storing and maintaining personal data

- 4.1 All materials, in particular filled-in donor forms, are stored securely and in line with our obligations under GDPR.
- 4.2 The data we keep about donors is:
 - accurate
 - reflects their communication preferences
 - stored for as long as is necessary for the purpose we are processing it for.
- 4.3 We shall take all reasonable steps to make sure that:
 - databases are accurate and up to date.
 - We send direct marketing to people who have consented to receive information

This policy was last updated on 30 January 2024