

GCUK: Fundraising Policy

Policy

Fundraising is essential to provide GCUK with the money it needs to sustain its activities. At GCUK, our fundraising, in all its forms, will be legal, open, honest and respectful.

Objectives

The objectives of this policy are to ensure GCUK and its representatives are:

- honest about how donations are used to fulfil our mission.
- open about the methods we use to raise funds and who we work with.
- respectful to the wishes, preferences, personal information, and circumstances of the people we interact with.
- not accepting commissions or bonuses for fundraising activities.
- not undertaking general solicitations by telephone or door-to-door to the public.
- responding appropriately where we identify signs of vulnerability in our donors.
- treating donors fairly and not discriminate against any group or individual including adapting our approach (tone, language, communication technique) to suit the needs and requirements of the donor.
- take all steps necessary to comply with the law and sector fundraising practice standards including ensuring that we abide by the Code of Fundraising Practice.

Definitions

Charitable Funds consist of but are not exclusively limited to:

- Money left in a legacy for the benefit of GCUK.
- Money which has been raised through fundraising events.
- Money which has been donated because of a fundraising appeal.
- Corporate sponsorship.
- Charitable foundation funds.
- Tangible personal property (gifts-in-kind).
- Property, shares or bonds.

- Pledges (for example Fixed Crowdfunding).

Fundraising relates to any activity leading to the acquisition of charitable funds.

Responsibilities

The Board of Trustees take ultimate responsibility for this policy and for fundraising compliance. Operational management of fundraising is delegated to the Trustee designated as the Fundraising Lead.

Charitable Funds are subject to a range of rules and guidance. The control and management of these Charitable Funds is the responsibility of the Board of Trustees who delegate responsibility to GCUK's Finance and Fundraising Teams.

Trustees are responsible for implementing this policy and adhering to the related procedures. They should make themselves familiar with this policy as well as the Code of Fundraising Practice and the Institute of Fundraising's (IoF) Treating Donors Fairly guidance.

It is the responsibility of the Fundraising Lead to co-ordinate the soliciting of funds from individuals, foundations, businesses, corporations and organisations to avoid an excessive number of solicitations in the name of GCUK.

Roles with responsibility for fundraising are:

- Fundraising Lead.
- Treasurer.
- Social Media Lead.
- Chair of Trustees
- Vice-Chair of Trustees
- Trustees who from time to time are directly or indirectly involved in fundraising activity.

Procedures

Acceptable Fundraising Activities

Before fundraising activity can be initiated approval must be sought from GCUK's Fundraising Lead.

All fundraising by means of lotteries, e.g., raffles, etc. must comply with the required licensing arrangements.

All fundraising publicity must state quite clearly how the fundraising will benefit GCUK and where further information of GCUK's fundraising policy can be located.

Vulnerable People

When responding to a supporter or member of the public in vulnerable circumstances, representatives must take all necessary steps to understand if the supporter is able to make an informed decision about donating to GCUK and respond appropriately. If a supporter is deemed unable to make an informed decision the representative must not accept the donation.

GCUK will ensure two representatives are present when receiving a donation from a vulnerable donor – a vulnerable donor is one with illnesses or conditions which affect their judgement.

Donations or gifts

GCUK, in deciding whether to accept or decline a donation or gift will consider the charity's best overall interest and will not accept donations from donors whose activities appear to be in direct conflict with our charitable aims and objectives.

Additionally, GCUK will not work with companies or individuals who participate in activities which could cause detriment to the charity's reputation or that will disproportionately decrease the amount of donations to further the work of the charity, undermine our vision and values or are associated with unsuitable products, corporate or individual e.g. arms dealings and tobacco, or are from individuals, groups or organisations which are known to take advantage of older or vulnerable people.

Personal gifts including excessive entertainment to GCUK Trustees or representatives are not permitted in any circumstance. Donations should always be discouraged from unknown sources of funding. GCUK will take reasonable steps to determine the ultimate source of funding for each gift and satisfy itself that the funds do not derive, directly or indirectly, from activity that was or is illegal, potentially harm our relationships with other donors, service users, stakeholders or volunteers, expose us to undue adverse publicity or reputational risk or GCUK Fundraising Policy

require unacceptable expenditure or additional charity resources.

If supporters wish to donate to a specific area of GCUK's work then they may make a specified donation, provided the sum is at least £15k, by providing written instruction to this effect with their donation. GCUK will always respect this. If GCUK is unable to accept the request for the specified donation and the sponsor does not want the donation used in any other way, then GCUK will refund the donation.

Refusals of donations or gifts

If a donation is received which may not be acceptable under the terms of this policy the Treasurer or Fundraising Trustee will alert the Chair of Trustees at the earliest opportunity. This will be researched further, and the matter will be referred to the board with the necessary information regarding the donation.

All anonymous donations of £25,000 or more will be reported to The Charity Commission as a serious incident (in line with current Charity Commission guidelines) and will follow the GCUK's guidance on the handling of such donations.

Donation or Gift processing

All donations or gifts must be conveyed to the Treasurer at the earliest possible opportunity accompanied by all original correspondence pertaining to the donation or gift, which will be filed by the Treasurer. On receipt, all donations should be processed through the donation record management system, which is maintained by the Fundraising Lead.

A 'Receipt of Donation' sheet will be completed by the Fundraising Lead and the following information must be included on the sheet:

- The donor's name and complete address must be provided. If the gift is from other than an individual i.e. corporation, organisation, charitable trust, etc. a contact name and job title should be reported in addition to that of the company.
- Email address (where available) and telephone number of the donor; Date of gift received; Other special instructions e.g. is this a specified or unspecified donation.

- Whether the donor requires notification of when the donation was spent or what it was spent on?

Upon receipt of a unique donation (i.e., restricted (for a specific purpose) or unrestricted (for any charitable purpose) donation) and the appropriate supporting documents, the Treasurer will record the donation and send acknowledgement of receipt to the donor.

Gifts in memoriam

Donations or gifts to honour, in remembrance or otherwise recognise individuals, whether the donor is living or by bequest, will be received by the Treasurer. It is the policy of the GCUK not only to receive such gifts but also encourage efforts to remember and honour donors.

Legacies

The Treasurer deals with all contacts regarding legacies. If Trustees are contacted by potential legators, they must refer the conversation to the Treasurer and Fundraising Lead and agree a relationship management plan.

The Treasurer will notify the relevant senior Trustees and the Chair of Board of Trustees of a potential legacy and seek legal advice should there be requirements around the Will/bequest.

When the legacy money is received, this will be processed by the Treasurer. The Treasurer will deal with all administrative arrangements including correspondence with the solicitors or family to acknowledge receipt of the monies. The Treasurer will also be responsible for confirming whether any publication of the bequest is appropriate.

All new legacies will be communicated to the Board of Trustees, both when notified and when received.

All legacies will be subject to the submission of an expenditure plan, prepared by the Treasurer, to ensure that the terms of the bequest can be met within a reasonable time.

GCUK will encourage general legacies but will always adhere to the strict wishes of the legator.

Pledges (fixed crowdfunding)

Sponsors may be allowed to make pledge commitments to be paid over a specific period of time or when it is appropriate for items to be bought upon receipt.

Solicitation of charitable trusts and corporates including Pharma companies

It is the responsibility of the Fundraising Lead to co-ordinate the solicitation of charitable trusts and companies. This co-ordination will ensure that an excessive solicitation of any single source of funds is avoided.

GCUK will not endorse products, treatments or companies. Sponsorship arrangements (for example of events) will be clearly publicised, and conflicts of interest considered as part of event risk management.

Fundraising Collections

GCUK will ensure that all fundraising collection is carried out sensitively to protect the organisation's reputation in the mind of the public.

GCUK will ensure that adequate permission for a static collection is obtained and can evidence this sufficiently where required; and that all collectors can be clearly identified.

Handling of Cash Donations

GCUK will adhere to the following good practice when handling cash donations resulting from face-to-face activities:

- Cash must be collected, counted and recorded by two unrelated individuals and counted in a secure environment, wherever possible. Collection boxes must only be examined and opened by two unrelated individuals.
- Unsecured cash must never be left unattended or in an unattended environment.
- Cash must be banked as soon as is practicable. Cash not banked immediately must be placed in a safe or other secure location and the Treasurer must be notified.
- As soon as possible, reconciliation must be made between cash banked and income summaries. Where practical, this must be undertaken by a person independent of the counting and cashing up of the money.

Acknowledgement of Donations

Whenever practicable The Chair of the Board of Trustees will acknowledge donations from donors in writing. The Fundraising Lead will advise the Chair of the requirements for acknowledgement and provide details of the donors, names and contact details. It should be noted that fundraising platforms do not provide personal details for donors.

Reports to Sponsors

It shall be the responsibility of the Fundraising Lead, to compile official reports on appeal donations/grants if requested by outside agencies or individual donors.

Donor Recognition

A donor to GCUK is entitled to appreciation for his/her donation. Each donation will be acknowledged by the Fundraising Lead if under £250 and the Chair of the Trustees or the Treasurer if over £250.

Sponsors' names may be published in the GCUK's website and/or social media.

Donor Research/Audit

Research on donors and prospects is an acceptable and intrinsic part of fundraising. Data surrounding individuals and companies who wish to be associated with Charitable Funds will be stored in a confidential file. It must be stressed that any approaches undertaken by GCUK will be handled in a sensitive and appropriate manner and comply with current data protection legislation. Donor and prospect research activity is limited to the Fundraising Lead and other Trustees, with Trustees fully briefed on the application of GDPR to this activity.

Version Control - Approval and Review

Policy owner: Fundraising Lead

Version No	Approved By	Approval Date	Main Changes	Review Period
1.0	Board	Jan 24	New	Annually

Database of donors

The Fundraising Lead is responsible for development, maintenance and compliance of a record of donors and prospects. GCUK shall seek from Trustees details of donors which may be used to solicit support.

Data held regarding potential donors will be destroyed when it becomes clear that they do not wish to be approached by GCUK about fundraising, or 3 years after they have been identified as a prospect, whichever is sooner.

GCUK will respect the privacy and contact preferences of all donors and will respond promptly to requests to amend contact details, including the removal of contact details from the fundraising database.

Complaints

GCUK will respond to all complaints from sponsors and members of the public in a timely, respectful, open and honest way in line with GCUK's Complaints Policy.

Reference points

Guidance produced by the Charity Commission, the Fundraising Regulator and the Institute of Fundraising has been used to compile and review this policy to ensure it meets sectoral expectations.

www.gov.uk/government/publications/charities-and-fundraising-cc20

www.fundraisingregulator.org.uk/code

<https://ciof.org.uk/events-and-training/resources/treating-donors-fairly-2021>

Appendix 1 - Guide to Basic Fundraising Processes

Key tasks include:

- Responding to emails received at fundraising@gistcancer.org.uk
- Contacting new online fundraisers who have set up a page on Just Giving and Facebook or who indicate on other social media that they are fundraising for GCUK.
- Downloading reports from Just Giving and Facebook
- Liaising with fundraisers, providing advice & support, and posting materials where required
- Promoting fundraisers on social media.
- Acknowledging and thanking social media-based fundraising.
- Sending a thank you letter or email and certificate of acknowledgement to fundraisers (letters on Sharepoint).
- Asking new supporters/fundraisers, who are not on the charity's database, to register with us.

On receiving notification of a fundraising activity taking place contact the organiser to thank them for their support and offering to send them a fundraising pack including the following:

- Personal letter – Fundraisers Letter 1—the letter asks supporters to ensure that their fundraising activities comply with the Code of Fundraising Practice.
- Fundraising leaflet
- For sporting events either a running vest/t-shirt/cycle jersey (one per individual) plus information on recommended donations for merchandise
- Collection box
- Tri-fold GCUK leaflet
- GIST for Beginners leaflet
- PAWS-GIST clinic flyer
- What we do flyer

Standard letters, information on recommended donations for merchandise, email templates, etc are stored in the Fundraising and Social Media folder in Share Point.

Check to see if the fundraiser is listed on the charity's main database, if not email them a link to the online registration form and ask them to register with the charity as a Fundraiser.

Fundraisers permission for sharing details of their fundraising activities on social media should be sought.

The standard promotion of fundraisers on social media usually includes one post before the event (usually on the Monday before the Sunday of sporting events), and on the day of the event where specifically requested or relevant. Fundraisers/events will not usually be promoted more than twice on social media platforms. If fundraisers subsequently send photos of events, ONE thank you post may be shared once funds have been received.

Online fundraising platforms

Fundraisers should be encouraged to use the online fundraising platform JustGiving where possible. A report from Just Giving which identifies any new fundraising pages created and totals raised by fundraisers should be downloaded monthly and circulated to the Treasurer and fundraising team.

Offline donations can be donated or posted as a cheque to the Treasurer. When posting fundraising packs, indicate that any donations received in cash should be posted as a cheque(s) with the fundraiser's details to the Treasurer.

PayPal

When alerted by Pay Pal funds are transferred from the charity's PayPal account to the GCUK account by the GCUK account holder and an email confirming the action sent to treasurer@gistcancer.org.uk and fundraising@gistcancer.org.uk

Social media fundraising

Internal

Design a variety of posts to encourage donations to GIST Cancer UK suitable for posting on Facebook, Twitter, LinkedIn and Instagram and schedule them to be posted at regular intervals.

Support fundraising campaigns such as the Big Give Christmas Challenge by posting details on social media as required.

External

The charity's Facebook page should be checked for new fundraising pages monthly (there is no email notification facility for these pages). This can be done by logging into Facebook, going to the charity Facebook page, and clicking 'Fundraisers' on the left column. The most recent fundraising pages appear at the top of the list.

Where new fundraising pages have been created, an appropriate message (which includes an offer to send a Fundraising Pack) should be posted on the fundraising page. Details of all new fundraiser should be emailed to the team.

Merchandise

GIST Cancer UK does not sell branded merchandise (i.e., wristbands, t-shirts, running vests etc). These are given freely, and a donation amount is recommended.

Fundraisers may request merchandise to support their activities (see Appendix 3 for Merchandise costings) it is up to the discretion of the fundraising support trustee as to what is reasonable to send.

The fundraisers should be made aware of the recommended donation for each of the item. A letter outlining the recommended donation stored in the Fundraising and social media/letters folder on SharePoint should be sent out with the merchandise.

Merchandise that is not to support fundraising activities is also currently available at our patient meetings (held 3 times per year at locations throughout the UK), and PAWS-GIST clinics (held 3 times per year at Addenbrooke's hospital, Cambridge).

Match funding

Employers may offer to match funds raised by employers. Where required GIST Cancer UK will provide a letter confirming the funds raised, name of fundraiser and detail of the event. Funds raised should be confirmed (i.e., online fundraising totals, and offline totals/cheques posted should be confirmed via the Treasurer).

Further online fundraising sources

eBay

GIST Cancer UK is registered as a charity on eBay (see [www.charity.ebay.co.uk/charity/GIST- Cancer-UK/2394007](http://www.charity.ebay.co.uk/charity/GIST-Cancer-UK/2394007)). This account is linked to a charity PayPal account, that is also registered with PayPal Giving Fund. Where fundraisers select to donate a portion of eBay sale proceeds (between 10 and 100%) the equivalent portion of eBay fees are waived. After the sale, PayPal Giving fund collects the donation from the seller's PayPal account that is then transferred to the charity PayPal account. If eligible for Gift Aid sellers should select this option on their PayPal account, allowing PayPal Giving Fund to reclaim Gift Aid on behalf of the charity. Please note, there is a delay between sale end date, donation from the seller's PayPal account, and funds reaching the charity account.

Meta through its social media channels also hosts donation channels for GCUK. The monies collected are remitted monthly by Meta, but details of individual donors are not provided.

The Treasurer should be notified when funds are transferred from the charity PayPal account to the linked GIST Cancer UK bank account.

Don't send me a card

Funds donated via this platform are transferred to the charity's PayPal account. See www.dontsendmeacard.com

Charitable Bookings

GIST Cancer UK is registered with this platform. Funds are donated on a quarterly basis (when applicable) to the GIST Cancer UK bank account. See www.charitablebookings.com

Text Giving

We use the fundraising platform DONATE for our text giving service. The donations collected from the two 'campaigns' one for PAWS-GIST and another for GIST Cancer UK, go into the main GIST Cancer UK bank account but DONATE send a report to fundraising@gistcancer.org.uk giving a breakdown of the split between the two campaigns - see <https://platform.nationalfundingscheme.org/portal/default>

The fundraising trustee lead should forward the report to the treasurer@gistcancer.org.uk asking for confirmation when the funds have been transferred.

Corporate fundraising

Corporate funding includes four different activities:

1. Direct donations: companies can donate from their ESG (Environmental, Social and Governance) budget for the year.
2. Percentage of sales: companies can donate a % of their sales during a period of time.
3. Corporate matching: companies can support their employee's effort to fundraise by matching the amount they raise.
4. Event sponsorships: companies can sponsor events that GCUK trustees/volunteers organise.

There are two ways to obtain corporate donations.

Firstly, GCUK corporate fundraiser should send an email every year to GCUK patients and relatives asking to engage with their companies to support the charity or their fundraising efforts.

Secondly, GIST Cancer UK corporate fundraiser can approach companies directly.

Ideally a copy of a presentation explaining the goals and objectives of the Charity should be sent to the company followed by a call. Some companies will require the Charity to be part of its pool of

associations. In this case, we will provide the employee who has made the introduction all the information they need to support its application.

Details of new corporate fundraisers should be added to the Fundraisers Tracking Sheet. When appropriate corporate fundraisers should be sent a link to the online registration form and asked to register with the charity as a Fundraiser so that their details are added to the Database.

Grant applications

Grants from a range of funding bodies including charities and retailers e.g., Tesco, the National Lottery have become an increasingly important source of funding for GIST Cancer UK over the past few years.

All Trustees should 'keep an eye out' for opportunities to apply for grants and flag anything that might be suitable to the fundraising team who will investigate further and, providing our charity meets the criteria of the grant on offer, complete the application liaising with the Treasurer and other members of the team as appropriate.

Once the decision has been made to apply for a grant detail will be logged on the Grants and Miscellaneous Funding Applications spreadsheet stored in the Grants subfolder of the Fundraising and Social Media folder on Share Point.

The application should be completed in line with the instructions provided by the funder and the outcome of the application recorded on the spreadsheet.

Charity partnership events

Charity partnership events include events where the charity holds and pays/part pays for places. Due to the cost associated with purchasing event places and the financial risk to the charity, GIST Cancer UK will only purchase places in events that have significant public demand, i.e., where the public ballot for such places is consistently over-subscribed. Proof of event organiser's public liability insurance cover is required by the charity prior to payment for any places.