



Policy & Procedures Fundraising

Our vision

A healthy world powered by our creativity and imagination

Our mission

We are an organisation driven by the collective power of our members. We connect, amplify and support their work to transform people's lives and communities through culture and creativity.

Our values

We are

- Collaborative
- Generous
- Representative
- Committed to social change

Purpose of this Policy

This Policy is in place to help ensure the availability of ongoing funds to pay for its work. The Culture, Health & Wellbeing Alliance (CHWA) aims to maintain a broad base of different funders and sources of funding. Fundraising refers to any effort to bring new monies into CHWA to support its core business or projects, whether undertaken by CHWA alone or jointly with partners. Fundraising may be about cash income, whether restricted or unrestricted, or support-in-kind or simply stronger local and national partnerships.

CHWA has a responsibility to its members (both individual and strategic (SAMs)), and partners, to consider ethical issues that may arise in accepting funding from any organisation or individual.

CHWA must also ensure that it prioritises funders who are ethical in their approach, and who overtly adhere to its own stated values above.

The subsequent document sets out the decision-making course CHWA will follow, and outline the approach to relationships to ensure clarity and openness for all of CHWA's stakeholders.

CHWA therefore will only accept financial support from, and partnership working with, organisations and individuals on the following conditions:

- There are strong grounds for believing that this will benefit CHWA's beneficiaries
- The organisations or individuals do not act in conflict with CHWA's values
- There is no attempt on the part of the organisation or individual to influence CHWA's policies or actions either explicitly or implicitly
- Initiatives do not compromise the independent status of CHWA
- The Executive Director and Board of Directors are satisfied that no adverse publicity will result from accepting such support

Cause-Related Marketing, Affinity Marketing, Product/Service Endorsement

- CHWA does not endorse or approve the products or services of any company. A statement to this effect will be included alongside any branding or promotion associated with products or companies
- Only CHWA will have direct access to its database and beneficiaries, and CHWA and anyone supporting its fundraising will ensure all GDPR and data protection regulations are met.
- In order to ensure that all of CHWA's cause-related promotion reflects CHWA's values, any potential initiative must come to the Executive Director for approval.

Avoidance Criteria

CHWA will not accept any funding from companies directly involved in activities that run contrary to its overall charitable objectives, vision or charitable aims. In particular it will not accept financial support or partnerships with organisations or individuals involved with any of the following activities: Animal testing; genetic engineering; human rights abuses; intensive farming; manufacture of environmentally hazardous products or chemicals; military contracts; fossil fuel industries including mining; nuclear power; low-and-middle-income countries' debt and/or marketing; the manufacture of tobacco; water pollution; and food industries involved with products known to be damaging to health, including alcohol, high-sugar and highly processed foods or drinks.

Acceptance Criteria

When deciding whether to accept any particular donation or grant, the Executive Director and Board of Directors have a duty not to compromise CHWA's ethical position, harm its reputation or put future funding at risk. CHWA complies with all relevant legislation, including money laundering rules, the Bribery Act and Charity Commission guidance, including terrorism and political activity. CHWA will therefore not accept any of the following where a donation:

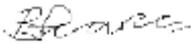
- Was known to be associated with criminal sources and/or illegal activity
- Would help further a donor's personal objectives that could conflict with those of CHWA
- Would lead to a possible decline in support for CHWA, and so risk a fall in the resources available to fund its work or damage its longer-term fundraising prospects
- Would otherwise impact adversely on CHWA's reputation
- is inconsistent with Government policy

Further Points

CHWA recognises that, in accepting funding from statutory bodies, it must consider the policy implications and obligations that might be tied to it and ensure that these do not contravene CHWA's values. CHWA can seek to raise funds from a series of charitable Trusts and Foundations, but recognises that, simply because these have been registered with the Charity Commission does not mean that they are ethical givers. CHWA therefore does not accept money from any Charitable Trust if it is a requirement of grant receipt to advertise any company or organisation whose activities run contrary to the CHWA's aims.

CHWA will maintain accountability and open and honest relationships with all its partners, by regularly monitoring and evaluating its work. This statement of policy is meant as a working guide. Any final decisions will be governed by the Board of Directors. It is the duty of the Board to advise of any potential conflicts of interest with regards to funding or partnerships, and for the Board to act in CHWA's best interests at all times.

This policy was approved and agreed by the Board of Directors on the date shown below.

Signed, on behalf of the Board, by: 

Name (please print): Ben Pearce

Position: Non-Executive Director

Date: 21.6.2021

Review dates: June 2021 | June 2022 | annually thereafter

Organisation name: Culture, Health & Wellbeing Alliance CIC

Company Number: 12359172