

Shared Interest Foundation Fundraising Policy

We actively seek funding in pursuit of our charitable and strategic objectives. We ensure that projects for which we raise funds reflect our mission and priorities and that neither the funding opportunities we pursue, nor the requirements of funders, will deflect us from our strategic objectives.

Our mission is to provide financial services and business support to make livelihoods and living standards better for people as they trade their way out of poverty. We believe that supporting socially responsible businesses is a route to building sustainable employment opportunities, which will enable people to work their way out of poverty.

Donations and other income enable us to work as part of the global fair trade movement, supporting trade as a sustainable solution to poverty. Secure and diverse funding enables us to commit to our ongoing work programme, protect our reputation, and operate effectively.

We are funded through a combination of unrestricted donations from individuals (often members of Shared Interest Society), events and other activities as well as restricted income in the form of grants from Trusts and Foundations. Having many sources of income helps us operate effectively and maintains our independence.

Co-ordination of fundraising activities

The Foundation Manager, Foundation Development Officer with the support of the Society's Member Engagement Team including the Partnership Manager co-ordinates fundraising and donor relations. The Board of Trustees is responsible for approving and reviewing the Fundraising Policy. The Senior Management Team is responsible for overseeing major fundraising initiatives.

Policy, Procedure and Guidelines

We believe in honesty and behaving with integrity in all our fundraising. We raise funds in accordance with our Fundraising Policy, values and associated procedures, and with our Privacy Policy and procedures. These comply with relevant UK laws and regulation.

We respect our supporters' privacy and right to decide how and if Shared Interest Foundation contacts them. We treat people equally and fairly and we have a clear procedure in place for engaging with supporters who may be in vulnerable circumstances.

All potential funders and donors are added to an internal database in which we record details including size of grants awarded, funder's areas of interest and application deadlines. We comply with the General Data Protection Regulations (GDPR) at all times.

Although Trusts and Foundations are the primary source of restricted fundraising, we also use campaign fundraising and crowdfunding to generate restricted funds. We recognise that working in partnership with other organisations can strengthen funding bids by widening the scope of the interventions we can deliver. We will work to build strong relationships and, when appropriate, deliver joint projects with others working in the International Development field.

Fundraising Guidelines

Our fundraising activities will;

- Comply with all relevant laws, reflect the values, and protect the reputation of Shared Interest Foundation and Shared Interest Society.
- Ensure our communications are clear, transparent and truthful.
- Raise monies to fulfill our mission and ensure they are for the stated purpose of the appeal.

- Ensure all personal information collected by Shared Interest Foundation is kept confidentially in compliance with GDPR rules and regulations. ¹
- Ensure that no member of the Shared Interest team or volunteers accept commissions, bonuses or payments for fundraising activities on our behalf.

In addition, Shared Interest Foundation is a member of the Fundraising Regulator, which is an independent self-regulatory organisation. As a member, we are committed to the highest standards in fundraising. We follow the Fundraising Regulator's Code of Fundraising Practice. This code sets the standards for fundraising activity throughout the UK, and we use the Fundraising Regulator badge to publicly show that we are following these standards.

Procedure

It is the responsibility of the Shared Interest team and Trustees to ensure that Shared Interest's independence and reputation is not compromised. If a person believes that we have accepted, or are considering accepting, funding from an inappropriate source then;

1. Any concerns about potential threats to our independence or reputation from donations already received, or about to be accepted, should be brought to the immediate attention of the Managing Director.
2. If necessary, the Managing Director will consult with the full Senior Management Team and seek their advice on whether to accept funding from a specific donor. This will assess the level of reputational risk involved and ensure that there is information to address any concerns.
3. If Shared Interest Foundation proposes to accept more than £50,000 (or an amount greater than 25% of its overall budget) from any corporate partner in a year, this will be brought to the attention of the Trustees.

Assessment of donations

Shared Interest Foundation will list donations over £10,000 (other than from individuals) and publicly disclose them in the Statutory Accounts.

We actively seek to work with external organisations and individuals to achieve shared objectives however, it is vital that we maintain our independence and do not allow any external partnership to bring the integrity or reputation of Shared Interest into disrepute.

We operate the Charity Commission's 'Know your Donor' principle and will make reasonable and appropriate attempts to identify any individual or organisation that gives us financial support, particularly where significant sums are being donated. Special consideration is given to all truly anonymous donations (i.e. where we have no idea of the source) and any anonymous donations over £10,000 will be referred directly to the Money Laundering Officer for review.

We will not accept more than 50% of total income per annum from any ~~one~~ partner, so as not to compromise Shared Interest's independence. This does not include money raised via employee or customer fundraising as part of any corporate partnership arrangements.

Potential corporate funders will be screened through EIRIS Corporate Critic Database to provide an independent assessment of funders before a decision is made. We will not knowingly accept financial support or partnerships with organisations or individuals that are involved directly with activities that are contrary to our objectives or agreed policies or are involved in any of the following activities:

- The manufacture of tobacco or alcohol
- The production or sale of pornography
- The manufacture or sale of armaments

- Human rights violations, including but not limited to child labour, child abuse, human trafficking, exploitation of children or vulnerable adults
- Or where the organisation's core business is carbon intensive fossil fuels - thermal coal, oil shale and tar sands.

There may be other industries and companies where serious issues will need to be considered and for these we adopt a risk management approach.

Many corporate foundations are considered independent from their parent companies but unless it is clear that this is the case, then corporate foundations will be assessed along with their parent company. Corporate donors may be asked to sign a commitment to integrity before any donation from that company is accepted. For substantial partnerships of more than 12 month duration, we will seek to establish a formal process for consultation.

Any donation received must be lawfully made and able to stand up to public scrutiny. If a decision is taken to turn down a gift or offer of support, we will be transparent and explain why.

Responsibilities

The Board of Trustees is responsible for the implementation and review of this policy. All Trustees, Shared Interest team and volunteers are responsible for adhering to this Policy.

How is this Policy Shared?

This Policy is a public document and such is available on Shared Interest's website to supporters and potential supporters.