

BRITISH COUNCIL FOR PREVENTION OF BLINDNESS

Ethical Fundraising Policy

BCPB is committed to its charitable aims, and fundraises in order to provide education, training, research and mentorship for the prevention of blindness in the developing world. All BCPB staff and Trustees involved in fundraising have a responsibility to be aware and have a thorough understanding of the ethical issues referred to in this policy. We adopt a high standard of behaviour in relation to our fundraising in order to maintain our good reputation and the trust of those who donate to us. The way we do this is outlined below.

Supporters

BCPB respects the rights of its supporters to clear, truthful information on the work we do and we will openly report how we spend donated funds and manage our donors' information responsibly.

We will comply with the Charity Commission and UK law in every respect, including those regarding openness and honesty with our supporters and members of the public.

As members of the Fundraising Regulator's scheme, we follow its Fundraising Promise, which helps to ensure that organisations raising money for charity from the public do so honestly and properly.

We will respect the privacy and contact preferences of all donors and will respond promptly to requests to cease contacts or complaints and act as best we can to address their concerns.

Funds donated for a stated purpose (either stated by the donor or given in response to an appeal which we have said is for a specific purpose) will be used for that purpose. If it turns out that those funds will not be used for that purpose (for example, if a target has been exceeded) then we will inform the donor and ask if it is possible to use the money elsewhere. If this is not possible, we will return the donation.

Refusals of donations

Details of all donations received are presented to Trustees for information at Trustee meetings throughout the year. We abide by the law which requires us, in deciding whether to accept or refuse a donation, to consider which action is in the charity's best overall interest. We will not, however, accept donations made by donors whose activities appear to be in direct conflict with the work we do, including:

- Companies that manufacture tobacco
- Is known to be directly associated with criminal sources or is thought to be laundered money
- Would help further a donor's personal or business objectives

We would also consider the right to refuse any donation if conditions placed by the donor regarding its use, presentation, operational matters or publicity is in our opinion in conflict with our own policies and principles.

We will also not undertake business with companies or individuals who participate in activities which could cause detriment to the charity's reputation, which will disproportionately decrease the amount of donations to further the work of the charity.

If the Fundraising Manager feels that a donation or prospective donation might conflict with any of BCPB's principles then the gift or donor will be referred for further scrutiny by the Trustees, who will make the final decision as to whether to accept the donation or refuse it.

Approved by the Board of Trustees on 08.02.19