



FUNDRAISING POLICY APRIL 2020



Healthy Minds (Calderdale Wellbeing)

FUNDRAISING POLICY

Policy Statement

Healthy Minds is committed to our aim to offer services that provide opportunities for people to understand and build on their strengths to better achieve what they want from their lives. We believe that mental health is one aspect of a person's life, not what defines them.

Healthy Minds raises funds to help ease the burden of funding uncertainty and to provide the means to be able to continue to assist and support those who need support around mental ill health in Calderdale.

This policy is written concerning Community Fundraising and does not take into account funds raised through procurement or tenders. All commissioned services will have their own SLAs with the funder, and must be adhered to irrespective of funds raised in other ways.

This policy is written with the Code of Fundraising Practice in mind. This means that all fundraising activities for Healthy Minds will be:

Open: We will be open about fundraising and provide information to people if they ask for it.

Legal: All Healthy Minds fundraising will meet the requirements of the law.

Honest: We will not mislead anyone about our use of funds or deviate from our core values.

Respectful: All activities will operate with respect with the public.

Any funding strategy will adhere to this policy.

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1. Methods of Fundraising

Fundraising Events and Challenges

Any event or challenge organised by Healthy Minds will be in keeping with our core aims and values. Healthy Minds recognises that events could take place in venues that serve alcohol; however we will not encourage or provide alcohol as part of the event. Any challenge should have a health and wellbeing focus and not be something that could cause harm to individuals raising money on our behalf. Any activity deemed to be 'higher risk' (e.g. Tough Mudder) will be risk assessed and any person engaging in such activities will be required to sign a waiver or disclaimer.

Collection tins (in venues)

Collection tins in venues will only be left with express permission of the venue owner/representative. Healthy Minds will ensure that we have a named contact at the venue, that all tins are numbered and secure and that they are regularly collected and counted.

Street tin collections

Volunteers or staff involved in Street Collections will be easily identifiable as a representative of Healthy Minds and should be given 'key messages' to relay to the public in the event of any questions. Healthy Minds will always have the relevant street permits arranged and only fundraise within the agreed date and times of the permit. Healthy Minds Representatives are required to be polite and respectful at all times, and although gentle persuasion is allowed, nothing that could be perceived as 'aggressive fundraising' (e.g. rattling tins or shaking buckets) is allowed.

Other methods of fundraising

Healthy Minds encourages people to give regular donations if they are able and willing and people can set up Direct Debits or make one off payments if they wish to. Healthy Minds will explore other methods of open and honest fundraising such as membership fees or 'friends of' schemes and through the sale of items if appropriate. Such avenues will comply with the law and will be approved by the Board of Trustees before any undertaking is carried out.

2. The Law

General

Healthy Minds fundraising will comply with the law in the United Kingdom. Guidance for this policy has come from the Fundraising Regulator and the guide is attached in the appendices. Healthy Minds will ensure that the equality law is also followed and representatives will not discriminate against anyone in their fundraising activities.

Children

Healthy Minds will not allow children under the age of 16 to be involved in street collections; however young people can be involved in other fundraising activities with permission from their parents. All activities will be covered under our Volunteer Policy, and no one under the age of 18 will be left unattended without a member of staff or responsible adult (all adults supervising young people **must** have an up to date enhanced DBS check).

Photographs

Any photographs taken of the fundraising **cannot** be used without written permission. Anyone over 13 they can give this permission themselves, if children under 13 are involved then the parents **must** give permission before use or publication of any photographs.

Legacies

Healthy Minds will not fundraise for legacies as part of the normal fundraising activity; however some people may choose to leave money in their will to Healthy Minds of their own volition. Healthy Minds **will not** pay for will writing.

The Charity Commission advises that donors should use their own solicitors to prepare their wills. If they do not have a solicitor, Healthy Minds can advise them to find one, but **should not** recommend a particular firm or individual.

The solicitor involved **must be** satisfied that the will reflects the donor's wishes, and that the donor understands what effects their will will have.

Healthy Minds will record this in writing in case of any contesting further down the line.

3. Cash Handling

Volunteers should not be left alone to count funds and at least two members of staff (or one staff and one volunteer) should be present to count any collections and record the information accurately.

Money is to be banked promptly by the Finance Officer or Admin Officer in line with the Finance Policy.

Any person who raises funds online (e.g. Just Giving) should arrange this with the Finance Officer in advance.

In cases of large amounts of cash being collected this must be counted and stored in a non-public area and should be securely locked away until it can be banked.

Anyone fundraising, collecting and counting money for Healthy Minds should have an up to date enhanced DBS check.

4. Use of Donations

In cases where donations are given as part of general fundraising and without an express purpose in mind, these will go into Healthy Minds 'Unrestricted Funds' funding stream. As such these funds can be used to help create financial security outside of any commissioned work or particular funding stream. Funds raised through street, tin or events collections will meet this criteria. Staff and volunteers should be given key messages to share with the public if they are asked questions about where their money is going.

Healthy Minds will not use donations for staff salaries or expenses or for any purpose that does not directly benefit people using Healthy Minds across Calderdale.

Healthy Minds may use donations to help to fund services that may be under pressure if existing funding streams are not continued e.g Money in Mind, Roshani, etc.

Healthy Minds will **never** use funds raised through donations for staff events, meetings, away days or socials.

Volunteer expenses may be covered by donations in the event of existing funding for this activity becoming scarce.

Any donation given for an express purpose (including legacies) must be used for that purpose. In the event of this not being possible (e.g. if a piece of work is complete) then advice must be sought either from the person who donated it, or if this is not possible, from the Charity Commission.

5. Our Values

All of our fundraising activity will stick to our core values:

- We believe that a person is not only defined by their mental health; it is just one aspect of a person's life
- We are led by individuals who have personal/lived experience of mental distress
- We are inclusive of all diverse communities
- We believe that kindness and respect are the foundations to work collaboratively with those around us
- We believe in respecting individuals' rights to exercise choice and control in their lives
- We are an open and transparent organisation

Any venue that hosts an event to raise funds for Healthy Minds should also be made aware of our values, and the content of the event should reflect these and not do anything that could damage our reputation.

Similarly people who raise funds for us on an individual level should ensure that their activity is legal, open and adheres to our values.

All fundraising activity must be done so with prior arrangement from Healthy Minds to ensure that this is the case.