



MOVEMENT **WORKS**

ETHICAL FUNDRAISING POLICY

FEBRUARY 2025



ETHICAL FUNRAISING POLICY

This policy sets out how MovementWorks® manage the ethical issues and social responsibility within fundraising.

Specifically, we aim at all times to be open, honest, fair and to operate in a legal way that meets not only the law, but also fundraising regulation and best practice, including the Code of Fundraising Practice¹.

Everyone who is involved in fundraising has a responsibility to be aware of and comply with the ethical issues and procedures in this policy.

PEOPLE AND ORGANISATIONS

MovementWorks® Trustees

Our Trustees are aware of and will comply with Charity Commission guidance CC3a - Charity Trustee: what's involved², regarding trustees' responsibilities, particularly in relation to always acting in the charity's best interests and managing any conflicts of interest.

Our Trustees are also aware of and follow the 6 principles in Charity Commission guidance CC20 - Charity Fundraising: a guide to trustees' duties³.

MovementWorks® will always be honest about what we can achieve when asking for funds, submit realistic budgets, use the funds for the purpose intended and ensure that we provide any reports required on time.

MovementWorks® will ensure that everyone is aware of and consistently complies with the regulatory guidance on fundraising behaviours⁴ and will respond promptly and effectively to any fundraising complaints⁵.

Supporters

MovementWorks® Supporters have a right to expect us to provide clear, truthful information about our work, including reporting on how we spend the funding we are given and managing donors' information responsibly.

We will comply with the guidance issued by the Charity Regulators and UK law, including that relating to openness and honesty with our supporters and members of the public.

We will respect the privacy and contact preferences of our donors. We will respond promptly to requests to cease contact and to complaints which we will investigate and address as soon as practicable.

Beneficiaries

In our communications MovementWorks® will represent our beneficiaries respectfully and will portray them in the way they would wish to be seen. We will only use personal information with their consent and for the purposes they have agreed and will not disclose anything that might put anyone, particularly children and vulnerable people, at risk.



Donors

MovementWorks® will ensure that there is no:

- Unreasonable intrusion on privacy
- Unreasonably persistent fundraising requests
- Undue pressure to donate

We will not accept a donation that is not in the charity's best interests.

Vulnerable Individuals

In communicating with an individual we will be mindful of indicators that may suggest that such individual may be vulnerable, using REAL⁶:

- **Retain** - Can they repeat the information you give him/her?
 - Do you have to repeat what you have said over and over again?
- **Explain** – Are they able to properly explain or communicate the decision they have made?
 - Are they joining in the discussion or just agreeing with what you are saying?
 - Are they asking questions that are not related to what you are saying?
- **Able** – Are they able to understand what they are being told?
- **Listen** – Are they able to listen, follow and understand the discussion taking place, or are they just repeating what you say?

If an individual shows signs of possible vulnerability, we will:

- Consider communication preferences
- Not make assumptions about him/her
- Ask him/her what they need and how we can help them better
- Empathise and sympathise with him/her
- Try asking questions in a different way
- Summarise anything that has been decided or agreed in plain English

MovementWorks®:

- Will not place any undue pressure on individuals to donate
- Do not either solicit or accept donations from anyone whom we know, or think may not be competent to make their own decisions
- Are sensitive to any particular needs that a donor may have

Commercial Partners

MovementWorks® will not partner with any organisation that produces goods or provides services or acts in a way that is contrary to our charitable objects or values.

We are aware of and comply with the Charity Commission RS2 – Charities and Commercial Partners⁷.

MovementWorks® will ensure that any commercial agreement represents a fair deal for the charity by:

- Clearly establishing what we expect to gain from it, prior to entering into an agreement
- Setting up appropriate systems to monitor and review the partnership
- Taking appropriate steps to identify and manage any risks



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- Ensuring from the outset that the expectations of both the charity and the company have been agreed
 - Ensuring that it can be managed effectively and appropriately

We will disclose any commercial partnerships in our Annual Report.

Statutory Authorities

MovementWorks will also be mindful of RR7 - Independence of Charities from the State⁸. In particular, we will ensure that we remain independent and that any funding provided does not discharge the statutory duties of the State.

SYSTEMS AND PROCEDURES

Donations

If supporters wish their donation(s) to be used in a specific way, or for a specific purpose, they may make a restricted donation by providing written instructions with their donation. MovementWorks® will always respect this.

Refusal of Donations

MovementWorks® 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. *Please see Appendix 1 - Refusals & Acceptance of Donations, which covers this in detail.*

Due Diligence

MovementWorks® will undertake reasonable due diligence of donors⁹ to ensure they do not hold views or are involved in activities that might be incompatible with our role and damage our reputation.

In terms of donations, we will ensure that any gift is safe to accept and, doing so, would be in the best interests of our charity. We will also consider issues, such as suspicious donations¹⁰, or managing large anonymous gifts, or those from vulnerable individuals.

Imagery

If MovementWorks® use AI generated, stock or digitally enhanced imagery, particularly where the subject may be emotive or challenging, we will ensure that the way in which we do so is not reasonably likely to mislead and, potentially, influence people.

We recognise that AI deep fakes can be difficult to identify but those using our social media will be made aware of the risk. We will not like, share or support in the comments any imagery or content that we reasonably suspect to be fake.

Artificial Intelligence

We have adopted and comply with the Charity AI Ethics & Governance Framework¹¹.



Bullying And Abuse

MovementWorks® has zero tolerance for abuse, including discrimination, bullying and sexual harassment, not only for fundraising staff and volunteers, but for anyone who is involved with our charity.

We will maintain a culture of respect and equality, will ensure that there are processes to raise concerns of which everyone is aware and is confident to use and we will deal with any allegations of abuse promptly, sensitively and in accordance with employment and any other laws.

Notes and References

¹ Fundraising Regulator, Code of Fundraising Practice

<https://www.fundraisingregulator.org.uk/code>

² Charity Commission Guidance, Charity trustee: what's involved (CC3a)

<https://www.gov.uk/guidance/charity-trustee-whats-involved>

³ Charity Commission Guidance, Charity fundraising: a guide to trustee duties (CC20)

<https://www.gov.uk/government/publications/charities-and-fundraising-cc20>

⁴ Fundraising Regulator, Key behaviours expected of fundraisers: guidance for fundraisers

<https://www.fundraisingregulator.org.uk/more-from-us/resources/key-behaviours-guidance-fundraisers>

⁵ Fundraising Regulator, Complaints handling guidance for charities and third-party fundraising organisations

<https://www.fundraisingregulator.org.uk/more-from-us/resources/complaints-handling-guidance>

⁶ Trading Standards, Consumer Vulnerability: A guide to identifying consumers who may be vulnerable

<https://www.tradingstandards.uk/media/documents/news--policy/consultation-responses/consumer-vulnerability-guidance.pdf>

⁷ Charity Commission Publication, RS2 – Charities and Commercial Partners

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/284729/rs2text.pdf

⁸ Charity Commission Publication, RS7 – The Independence of Charities from the State

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/358888/rr7text.pdf

⁹ Charity Excellence Framework, UK Charity Due Diligence Compliance Checklists

https://www.charityexcellence.co.uk/charity-due-diligence-checklist/?link=risk_manageemnt_due_diligence_fundraising_contracts_partners

¹⁰ Charity Commission Guidance, Protect your charity from fraud

<https://www.gov.uk/government/publications/internal-financial-controls-for-charities-cc8/protect-your-charity-from-fraud>



¹¹Charity Commission Guidance, Protect your charity from cyber crime
<https://www.gov.uk/guidance/protect-your-charity-from-cyber-crime>

¹² Charity Excellence Framework, Charity AI Policy - Governance & Ethics Framework
https://www.charityexcellence.co.uk/charity-ai-governance-and-ethics-framework/?link=ai_ethics_governance_framework

POLICY REVIEWED: FEBRUARY 2025

NEXT REVIEW DATE: FEBRUARY 2026

Note: MovementWorks® are reviewed on an annual basis, unless there are changes in requirements or legislation.



A MovementWorks® Policy

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