

## ***Fundraising Best Practice:***

East Sussex WRAS is registering with the Fundraising Regulator. All fundraisers and volunteers need to be aware of and abide by the following code of Fundraising Practice:



The points below are not the entire code which can be found at:

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

- 1) Whilst fundraising you must not act in any way that might reasonably cause members of the public to be or become startled or anxious; act dishonestly or manipulatively, or deliberately try to make a potential donor feel guilty; nor act in any other way that a reasonable person might consider would damage the charitable institution's reputation.
- 2) You must not unfairly criticise or insult other people or organisations. Nor encourage donors to cancel or change an existing donation in favour of a donation to another charitable institution.
- 3) Reasonable persuasion is allowed, but fundraising must not be unreasonably intrusive on a person's privacy, nor be unreasonably persistent nor place undue pressure on a person to donate.
- 4) If someone clearly indicates they do not want to speak to you or make a donation you must not continue to ask for support, and must end the conversation in a polite way.
- 5) You should not use any misleading information, nor use information that may mislead people either by leaving out information or by being inaccurate or ambiguous or by exaggerating details.
- 6) You should not take advantage in any shape or form of a donor or mistakes made by a donor.
- 7) You should never give financial advice, this must be sought from an independent financial advisor.
- 8) Donors should always be treated with respect, compassion, equality and fairness.
- 9) You should take into account the needs of any donor who may be in vulnerable circumstances or need extra care and support to make an informed decision. Seeking support from a carer may be necessary to ensure a fully informed decision is made before the person makes a donation.
- 10) You must not take a donation if you know, or have good reason to believe, that a person lacks capacity to make a donation, or is in vulnerable circumstances which means they may not be able to make an informed decision, considering any physical or mental health condition, any disability, learning difficulties, stress or anxiety (death of a loved one / redundancy etc), whether the person lacks the ability to sufficiently care for themselves or leave them in hardship, how well the person can communicate and understand what they are being told, whether under the influence of alcohol or drugs or the person's age.
- 11) You should avoid asking for regular donations from young people under the age of 18. Those under 18 must not purchase raffle tickets or take part in lotteries.
- 12) You must be clear, honest and open about how donations will be spent and about the activities of the charity.
- 13) You must be accountable and responsible.

If you encounter any problems please contact East Sussex WRAS as soon as possible on 01825-873003.