



Gardening4Health

Ethical Fundraising Policy

Introduction

This policy addresses the criteria for identifying and managing the ethical and social responsibilities associated with fundraising and for considering the best interests of the charity itself, fundraisers, donors and beneficiaries

Gardening4Health aims 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 Funding Regulator's Code of Fundraising Practice. We will take all reasonable steps to make sure our fundraising is carried out in a way that reflects positively on fundraising.

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

Trustees

The trustees are aware of and will comply with Charity Commission guidance regarding trustees' responsibilities (CC3a), particularly in relation to always acting in the charity's best interests and managing any conflicts of interest.

The trustees are also aware of and follow the 6 principles in Charity Commission guide to trustees' duties (CC20).

We 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.

We will ensure that everyone is aware of and consistently complies with the Fundraising Regulator's Guidance on fundraising behaviours and will conform to the Fundraising Regulator's Complaints handling guidance.

Supporters

Supporters have a right to expect us to provide clear, truthful information on 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 in respect of 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 contacts or complaints and act to address their causes.



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Beneficiaries

How we represent our beneficiaries, in our communications, is always respectful of them and portrays them in the way they would wish to be seen. We will only use personal information that they have given consent for and for the purposes they have agreed and will not disclose anything that might put them at risk, particularly children and vulnerable people.

Donors

We will ensure that there is not:

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

And we will not accept a donation that is not in the charity's best interests. We will also ensure that we do not mislead existing or potential donors, including by leaving out information, giving inaccurate or unclear information or exaggerating details. We will take all reasonable steps to treat existing or potential donors fairly, so that they can make an informed decision about any donation.

We take all reasonable steps to avoid asking for regular donations (for example, by direct debit) from anyone aged under 18.

Vulnerable Individuals

In communicating we will be mindful of indicators that may suggest an individual may be vulnerable, using the Chartered Trading Standards Institute guidance ([REAL](#))

- Retain - and repeat the information you give him/her?
 - Do you have to repeat what you have said over and over again?
- Explain - 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 aren't related to what you are saying?
 - Able - to understand what they are being told?
- Listen – 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 you 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.
- Be sensitive to any particular need that a donor may have.



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We will not either solicit nor accept donations from anyone whom we know, or think may not be competent to make their own decisions.

Fundraisers

We will ensure that we take reasonable steps to protect fundraisers from harm and harassment while fundraising and also that they feel supported and are able to raise concerns. We do this through:

- Effective due diligence and planning of our activities
- By maintaining an open, positive culture where everyone feels able to speak up
- With policies such as health and safety, anti-bullying, sexual harassment and whistle blowing where these are relevant.

Commercial Partners

We will not partner with any organisation that produces goods/services or acts in a way that is contrary to our charitable objects, or values. Refer to the Due Diligence Policy.

We are aware of and comply with the good practice and legal requirements identified in the Charity Commission report RS2 – Charities and Commercial Partners. We will ensure that any commercial agreement represents a fair deal for the charity and clearly establishes what we expect to gain from it, prior to entering into an agreement.

We will

- Set up appropriate systems to monitor and review the partnership so that it can be managed effectively and appropriately
- Take appropriate steps to identify and manage any risks
- Ensure from the outset that the expectations of both the charity and the company have been agreed

We will disclose any commercial partnerships in our Annual Report.

Statutory Authorities

Trustees will be mindful of the Charity Commission's views on the extent to which charities are required by law to be independent of the State (RR7). In particular they will ensure that they remain independent and that any funding provided does not require the charity to implement policies or discharge 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. We will always respect this.



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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. Refer to the Acceptance and refusal of donations Policy.

Due diligence

We will undertake reasonable due diligence of donors to ensure they do not hold views or are involved in activities that might be incompatible with our role and damage our reputation. We will ensure that any donation is safe to accept and that doing so would be in the best interests of the charity.

Refer to the Due diligence Policy and the Acceptance and refusal of donations Policy.

Use of AI

If we 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.

If using AI to draft fundraising content, such as funding bids, these are always reviewed by a human for tone/style/spelling, and to ensure factual accuracy and that all relevant information has been included. For funding bids, we also ensure compliance with any funder instructions relating to AI.

If using AI bots to fundraise, we will ensure there are built in safety systems, reporting and oversight to safeguard vulnerable people from exploitation by the AI.

Bullying And Abuse

The trustees have zero tolerance for abuse, including discrimination, bullying and sexual harassment for anyone who is involved with our charity including as a fundraiser. Refer to the Bullying and Harassment Policy.

Complaints

We have a clear and publicly available complaints policy which also applies to third-party fundraisers. We ensure that those involved in fundraising are aware of this and able to advise members of the public about it. Any complaint would be investigated thoroughly and fairly to find out the facts of the case, avoiding unnecessary delay and we would always respond to complaints fairly and in a way that is proportionate. Refer to the Complaints Policy.

Making and recording decisions

We follow the Code of Fundraising Practice by ensuring that we make reasonable decisions, evidence fundraising claims, manage conflicts of interest and maintain accurate records to justify actions taken during fundraising activities. In particular, we:

- Document all relevant fundraising decisions made by trustees and third-party fundraisers.
- Ensure records are accurate, accessible, and up to date at the time of decision-making.
- Follow statutory and regulatory requirements, as well as good practice in record-keeping.



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We always seek appropriate approval and record this in the case of novel or contentious issues related to fundraising. Refer to the Due Diligence Policy and the Internal Financial Controls Policy.

Statutory Guidance

Fundraising Regulator [Code of Practice](#)

Fundraising Regulator [Guidance for fundraisers](#)

Fundraising Regulator [Complaints handling guidance for charities](#)

Charity Commission Guide to trustee duties [CC20](#)

Charity Commission Trustee responsibilities [CC3a](#)

Charity Commission [RS2 – Charities and Commercial Partners](#)

Charity Commission [RR7 - Independence of Charities from the State](#)

UK Government: [accepting-refusing-and-returning-donations-to-your-charity](#)

Version Control - Approval and Review

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