

# Louie's Helping Hands

## ETHICAL FUNDRAISING POLICY

**CHAIRPERSON: SARA LLEWELLYN**

**DATE AGREED: 22 FEBRUARY 2017**

**DATE OF NEXT REVIEW: 22 FEBRUARY 2018**

**ALL, STAFF HAVE ACCESS TO THIS POLICY AND SIGN TO THE EFFECT THAT THEY HAVE READ AND UNDERSTOOD ITS CONTENT**

# Louie's Helping Hands

## Ethical Fundraising Policy

Louie's Helping Hands (LHH) is dedicated to supporting children with multi-sensory and physical disabilities by providing them with weekly therapies. To help guarantee the availability of ongoing funds to pay for these therapies. Louie's Helping Hands aims to maintain a broad base of different sources of funding. The purpose of this policy is to ensure clarity and openness to all our stakeholders.

### Context

We actively seek opportunities to work together with external organisations and individuals to achieve shared objectives. However, it is vital that we maintain our independence and do not allow any external partnership to bring Louie's Helping Hands into disrepute.

Louie's Helping Hands therefore accepts financial support from, and partnership working with, companies and individuals on the following conditions:

- The Chief Executive and Trustees are satisfied that no adverse publicity will result from accepting such support
- There is no attempt on the part of the company or individual to influence Louie's Helping Hands policy or actions either explicitly or implicitly
- That initiatives do not compromise the independent status of Louie's Helping Hands

### Cause Related Marketing, Affinity Marketing and Product/Service Endorsement

- Louie's Helping Hands does not endorse or approve products or services of any company. A statement to this effect will be included alongside any branding or promotion associated with products
- Only Louie's Helping Hands will have direct access to our database, children's information and beneficiaries
- In order to ensure that all of our cause-related promotion reflects our charity's values any potential initiative must come to the Chief Executive and relevant governance committee for approval

### Avoidance Criteria

Louie's Helping Hands will not accept financial support or partnerships with companies involved with any of the following activities:

- The manufacture of tobacco
- The sale of pornography
- Specifically soliciting business from accident victims or their family

## **Acceptance Criteria**

When deciding whether to accept any particular donation, the Chief Executive and the Trustees have a duty to demonstrate to the Charity Commission that they have acted in the best interest of the charity, and that association with any particular donor does not compromise Louie's Helping Hands ethical position, harm our reputation or put future funding at risk. Louie's Helping Hands complies with all relevant legislation including money laundering rules, the Bribery Act and Charity Commission guidance, including terrorism and political activity.

Louie's Helping Hands therefore would not accept any of the following where the donation:

- Was known to be associated with criminal sources
- Would help further a donor's personal objectives, which conflict with those of Louie's Helping Hands
- Would lead to a possible decline in support for LHH, and so risk a fall in the resources available to fund our work
- Would otherwise significantly damage our reputation

## **Purchasing**

Louie's Helping Hands seeks to purchase goods and services which are produced and delivered under the conditions that do not involve the abuse or exploitation of any persons.

- Child labour shall not be used
- Living wages are paid
- Working hours are not excessive
- No discrimination is practiced

Louie's Helping Hands expects suppliers to accept responsibility for labor and environmental conditions under which products are made and services are provided and to make written statement of intent regarding the company's policy.

## **Investments**

Under Louie's Helping Hands Articles of Association the Trustees have the power to invest in such stocks, shares, investments and property in the UK as they see fit.

## **Transparency**

Louie's Helping Hands will undertake to communicate this policy to all its stakeholders.

This policy was adopted by: Louie's Helping Hands	Date: 19 <sup>th</sup> May 2016
Reviewed on: 22 <sup>nd</sup> February 2017	Signed: S J Llewellyn
To be reviewed: 22 <sup>nd</sup> February 2018	