

Ethical Fundraising Policy

1. Introduction

Supporters and beneficiaries of ADHDadultUK have the right to expect us to maintain clear and truthful information about our work. This includes reporting on how we raise money, who we receive it from, how we spend the funding, and how we manage donors' information responsibly.

We will comply with the guidance issued by the Charity Regulators and UK law, ensuring openness and honesty with our supporters and members of the public. We will respect the privacy and contact preferences of our donors, and we will respond promptly to requests to cease contacts or complaints, addressing their causes effectively.

2. Purpose

This policy outlines the guidelines and expectations for ethical fundraising practices by ADHDadultUK. It is our commitment to maintain the highest standards of ethical behaviour in all fundraising activities, and to ensure that our donors, beneficiaries, and partners can have confidence in our charity.

3. Scope

The Ethical Fundraising Policy encompasses all potential sources of income, including corporate partners, charitable trusts, and individual donors.

4. Commercial Partners

We will not partner with any organisation that produces goods or services or acts in any way that is contrary to our charitable objects or values. We are aware of and comply with the Charity Commission 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 the agreement, prior to entering into it.
- Sets up appropriate systems to monitor and review the partnership.
- Takes appropriate steps to identify and manage any risks.
- Ensures from the outset that the expectations of both the charity and the company have been agreed upon.
- Can be managed effectively and appropriately.

We will disclose any commercial partnerships in our Annual Report.

5. Compliance with laws and regulations

ADHDadultUK will comply with all laws and regulations that govern fundraising activities. This includes but is not limited to, regulations related to charitable solicitations, telemarketing, email marketing, data protection, and donor privacy.

6. Honesty and transparency

ADHDadultUK is committed to honesty and transparency in all fundraising activities. All fundraising communications will be accurate, truthful and will not misrepresent the charity or the intended use of donated funds.

7. Respect for donors

ADHDadultUK will respect the privacy and wishes of its donors. We will not share, sell or rent donor information to third parties for marketing purposes. We will provide donors with the opportunity to opt-out of future communications from the charity.

8. 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.

9. Refusals

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. We have adopted a [Refusals & Acceptance of Donations policy](#), which covers this in detail.

10. Due diligence

We will undertake reasonable due diligence of donors, as set out in our [Due Diligence Policy](#), to ensure they do not hold views or engage in activities incompatible with our role and reputation. In terms of donations, we will ensure that any gift is safe to accept and in the best interests of our charity. We will also consider issues such as suspicious donations, managing large anonymous gifts, or donations from vulnerable individuals.

11. Conflicts of interest

ADHDadultUK will manage conflicts of interest in all fundraising activities according to the charity Conflict of Interest policy v1. We will disclose any conflicts of interest to our donors, beneficiaries, and partners, ensuring that decisions related to fundraising are made in the best interest of the charity and its mission.

12. Acceptance of gifts

ADHDadultUK will accept gifts that are consistent with our mission, values, and ethical standards. We will not accept gifts that may compromise our independence or that may be illegal or unethical.

13. Accountability and stewardship

ADHDadultUK is committed to accountability and stewardship in all fundraising activities. We will ensure that donated funds are used for their intended purpose and that appropriate financial controls are in place to prevent fraud or misuse of funds. We will provide regular and transparent reporting on the use of donated funds.

14. Professionalism

ADHDadultUK will conduct all fundraising activities with professionalism and respect for donors, beneficiaries, and partners. We will ensure that all fundraising personnel are trained and equipped to represent the charity in a professional and ethical manner.

15. Continuous improvement

ADHDadultUK is committed to continuous improvement in our fundraising practices. We will regularly review and evaluate our fundraising activities to ensure that they are consistent with our mission, values, and ethical standards. We will seek feedback from donors, beneficiaries, and partners to continually improve our practices.

16. Review

This policy will be reviewed annually by the Trustees to ensure that it remains up-to-date and effective. Any necessary changes will be made and communicated to all relevant parties.