

# Fundraising Policy

## 1. Purpose

This policy sets out how the organisation approaches fundraising in a lawful, ethical, and transparent manner. It ensures that all fundraising activities support the charity's mission while protecting clients, trainees, donors, and the public, and maintaining compliance with UK regulations and the **BACP Ethical Framework for the Counselling Professions**.

## 2. Legal and Regulatory Framework

The organisation will ensure fundraising activities comply with:

- Guidance from the **Fundraising Regulator** and the Code of Fundraising Practice
- The **Charity Commission for England and Wales** requirements and guidance
- The Charities Act 2011 and subsequent updates
- Data protection law including **UK GDPR** and the Data Protection Act 2018
- Relevant guidance from the **Information Commissioner's Office (ICO)**
- Standards set by the **British Association for Counselling and Psychotherapy (BACP)**

## 3. Scope

This policy applies to:

- Trustees
- Staff and sessional workers
- Volunteers
- Fundraisers (internal and external)
- Contractors acting on behalf of the charity

## 4. Principles of Fundraising

The organisation is committed to:

- Acting with honesty, integrity, and transparency
- Ensuring fundraising is respectful, ethical, and not intrusive
- Protecting vulnerable individuals, including clients and trainees
- Avoiding conflicts of interest
- Ensuring funds are used in line with charitable purposes
- Being accountable to donors, beneficiaries, and regulators

## 5. Acceptable Fundraising Activities

The organisation may raise funds through:

- Grants from trusts and foundations
- Individual donations
- Corporate partnerships (aligned with ethical values)
- Community fundraising events
- Training course fees and related educational income
- Online fundraising platforms

All activities must reflect the organisation's values and not compromise its independence or reputation.

## 6. Protection of Vulnerable People

Given the nature of counselling services:

- Clients, former clients, and trainees must not be pressured to donate
- Fundraising approaches must not exploit individuals' emotional vulnerability
- Therapeutic relationships must never be used for fundraising purposes
- Clear boundaries must be maintained in line with BACP ethical standards

## 7. Ethical Standards (BACP Alignment)

Fundraising must:

- Respect confidentiality and anonymity of clients
- Avoid use of identifiable client stories without explicit, informed consent
- Ensure marketing materials are accurate and not misleading
- Maintain appropriate professional boundaries at all times

## 8. Donations

### 8.1 Acceptance of Donations

The organisation may refuse donations where:

- The source is unlawful or unethical
- Acceptance could damage the charity's reputation
- Conditions attached conflict with the charity's aims or values

### 8.2 Restricted Funds

- Donations given for a specific purpose will be used only for that purpose
- Clear records will be maintained

### 8.3 Anonymous Donations

Highgate Counselling Centre, 58a Highgate High Street, London N6 5HX  
[www.highgatecounselling.org.uk](http://www.highgatecounselling.org.uk) | 020 8883 5427 | [admin@highgatecounselling.org.uk](mailto:admin@highgatecounselling.org.uk)

- Large anonymous donations will be subject to due diligence checks
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## 9. Corporate Partnerships and Sponsorship

- Partnerships must align with the charity's mission and values
- The organisation will conduct appropriate due diligence
- Partnerships must not compromise independence or ethical practice
- Agreements will be documented in writing

## 10. Fundraising Communications

- Communications will be clear, accurate, and not misleading
- Donors will not be subject to undue pressure
- Individuals will have clear options to opt out of communications
- The organisation will comply with ICO guidance on consent and marketing

## 11. Use of Personal Data

- Personal data will be collected and processed in line with **UK GDPR**
- Donor information will be stored securely
- Data will not be shared without consent unless legally required
- Individuals can request access to or deletion of their data

## 12. Financial Accountability

- All funds will be recorded accurately and transparently
- Appropriate financial controls will be in place
- Funds will be used solely to further the charity's objectives
- Reports will be made to trustees and included in annual accounts

## 13. Roles and Responsibilities

### Trustees:

- Overall responsibility for fundraising governance
- Ensuring compliance with legal and regulatory requirements
- Oversight of ethical standards

### Staff and Volunteers:

- Adhere to this policy
- Act in the charity's best interests
- Report concerns or breaches

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## 14. Complaints

- Complaints about fundraising will be handled in line with the Complaints Policy
- Serious complaints may be referred to the **Fundraising Regulator**

## 15. Monitoring and Review

- Fundraising activities will be regularly reviewed
- Risks will be assessed and managed
- The policy will be reviewed every two years or sooner if required

## 16. Related Policies

This policy should be read alongside:

- Financial Controls Policy
- Safeguarding Policy
- Confidentiality Policy
- Data Protection Policy
- Complaints Policy
- Ethical Framework (BACP)