

ETHICAL FUNDRAISING POLICY

1. Introduction

The objects of the charity are:

1. The prevention or relief of sickness by supporting research into the diagnosis, treatment and cure of rare forms of lung cancer or other terminal illnesses, in particular but not limited to, adenocarcinoma and the publication of the useful results of such research; and
2. The relief of need among sufferers of lung cancer and their families (in particular but not limited to young children) by providing grant funding for such support and services as the trustees in their discretion think fit.

2. Commitment to Address Ethical Issues

- The Ruth Strauss Foundation champions ethical behaviour and we seek to reflect our spirit and charitable ethos in everything we do. This document is a framework for carrying out our charitable purpose. It is to guide decision making, good judgement and conduct. It is not a set of rules and will not prescribe how to act in all situations. This policy, in conjunction with our spirit, ensures we are clear on expectations and should guide behaviour.
- This policy is designed to address sponsorship, cause related marketing, fundraising, donations and partnerships.
- The Ruth Strauss Foundation is committed to its charitable objectives and fundraises in order to provide the resources to deliver much needed recovery services and grants.
- We actively seek opportunities to work with external partners and organisations to achieve fundraising objectives and encourage our supporters to fundraise and donate.
- The Ruth Strauss Foundation respects the rights of its supporters to have clear, truthful information on the work we do. To that end we are committed to openly reporting how we spend donated and statutory monies and to managing donors' information responsibly.
- It is vital that we ensure any partnerships with external organisations reflect our spirit, our ethics, maintains our independence and do not allow the name of the Ruth Strauss Foundation to be brought into disrepute. We must ensure that the activities of organisations we work with are consistent with our organisational values and our spirit.
- As required by charity law, we are only able to refund a donation in certain prescribed circumstances. If you believe we are contacted by a supporter who believes that a donation they have made should be refunded, we will review the circumstances of the request and act accordingly. If a donation has been made in error, or by an automatic process not authorised by the donor, we will refund the latest payment made.
- All staff involved in fundraising have a responsibility to be aware and have a thorough understanding of the ethical issues referred to in this document and are responsible for researching and ensuring sponsorship, cause related marketing, fundraising, donations and partnerships within their remit adhere to this policy.
- We will comply with the Charity Commission guidance and UK law in every respect, and as members of the Fundraising Regulator's scheme, we follow its [Fundraising Promise](#), which helps to ensure that organisations raising money for charity from the public do so honestly and properly.

- 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 will not accept donations made by donors whose activities appear to be in direct conflict with the best interests of our beneficiaries or our charity's reputation, which could disproportionately decrease the amount of donations to further the work of the charity.

3. Avoidance Criteria

We will avoid all partnerships or donations involving any of the following:

- Potential partners who fail to implement basic labour rights as set out in the Fundamental UN ILO Conventions, e.g. avoidance of child labour; or that actively oppose the rights of workers to freedom of association, e.g. in a trade union;
- Any association with criminal sources and/or illegal activity
- Where the fundraising would help further a donor's personal objectives, which conflict with those of the charity
- Where the fundraising activity is in breach of fundraising regulations.
- Political Parties, Political Organisations or Institutions who are linking the donation to their political views/objectives.
- Organisations or countries subject to embargoes or trade control as detailed by the Department for International Trade and Export Control Joint Unit (<https://www.gov.uk/guidance/current-arms-embargoes-and-other-restrictions>).
- Tobacco manufacture
- E Cigarettes
- Companies generating their primary revenue from the sale of pornography

4. Areas of Potential Concern

The following areas of concern need consideration on a case by case basis before agreeing a partnership or donation:

- Gambling
- Defence Companies
- Alcohol
- Pharmaceutical companies
- Lending outside the UK Banking system (eg Payday loans)
- Partners or donors with a poor reputation for equal opportunities and diversity
- Partners or donors whose policies or commercial objectives conflict with any of our charity or charity partner organisations' mission or vision
- Partners or donors who have links to an oppressive regime.
- Politically Exposed Persons (PEPs)
- Partners or donors which may have an impact on our reputation or independence for any other reason
- Religious groups

If there are any potential causes for concern about a partner or donation the decision will be brought to the Board of Trustees by the Head of Fundraising. A risk profile should be developed to aid decision making. The Trustee board's decision, supported by the CEO, will be final.

5. Affinity Marketing & Product Endorsement

We may work with partners to licence the Ruth Strauss Foundation brand or allow use of our brand on product packaging where a contribution from the sale of the products is donated to the charity. In all cases the Ruth Strauss Foundation brand should not be used in a manner that would express or imply the charity's endorsement or recommendation of the product, company/organisation or its policies.

The Ruth Strauss Foundation does not endorse or approve products or companies, and, where possible, a statement to this effect will be included alongside any branding or promotion associated with products.

6. Cause Related Marketing & Employee Fundraising

In all cases where the Ruth Strauss Foundation facilitates and supports employee fundraising, the activity must comply with fundraising regulations issued by the Fundraising Regulator.

7. Database & Supporters

Only the Ruth Strauss Foundation and its subsidiaries will have direct access to our databases.

We will not market to our database on behalf of any partner companies. However, we may publicise the partnership and promote any joint activities through our communication channels.

We will respect the privacy and contact preferences of all donors. We will respond promptly to requests to cease contact and complaints, and will act to address any issues to the best of our ability.

We will adhere to our Data Protection Policy when dealing with personal details provide by potential and existing donors and all information provided will be processed in accordance with applicable data protection law.

8. Fundraising with Partner Charities

Where we have fundraising activity in conjunction with other charities, we need to be consistent with both organisations' ethical fundraising policies.

We recognise that simply because they are registered charities does not mean we have the same view of what constitutes ethical fundraising. The Ruth Strauss Foundation therefore would not fundraise with any charitable organisation if its objects or the activity runs contrary to our aims.

Any partnership fundraising opportunity should be approved by the Fundraising Advisory Group (a committee of the Ruth Strauss Foundation) before being recommended to the Trustees for final approval. The Fundraising Advisory Group's responsibilities are as set out in its Terms of Reference but its purpose is to support, review and advise the Ruth Strauss Foundation on its fundraising activities.

9. Trusts & Foundations

The Ruth Strauss Foundation will seek to raise funds from charitable Trusts and Foundations. We recognise that simply because these have been registered with the Charity Commission does not mean that they are ethical givers. The Ruth Strauss Foundation therefore does not accept money from any

charitable trust if it is a requirement of grant receipt to advertise any company or organisation whose activities run contrary to our aims.

10. Ongoing relationships with Partners

We will maintain accountability and open and honest relationships with all our partners, by regularly monitoring and evaluating our work.

11. Consideration & Approval Process

Every potential partner, any single donation from an individual greater than £10,000 and any single donation from an organisation greater than £50,000 will be assessed and will go through a qualification process, including the completion of a risk profile.

Contracts with partners must permit the Ruth Strauss Foundation to withdraw from any partnership where new developments mean that areas of this ethical sponsorship policy become breached.

All cause related marketing and sponsorship, with a value of more than £500,000 must be approved by the Fundraising Advisory Group, the Executive Team and the Trustee board irrespective of any other considerations.

Version Control

This policy was adopted by the Trustees dated 20th September 2023

This policy should be reviewed at least every 2 years

Next review date: September 2025

Version	Updates	Published by	Date
1	Draft Shared	Alex Cullen	11 May 2020
2	Addition of refund criteria, section 2	BDB and Carolyn Tyrrell-Sheppard	20 September 2023