

## Fundraising Policy

### Policy Statement

Independence at Home recognises that in fulfilling our purpose to improve independent living for people of all ages living at home with disability and long term illness in the UK, we are reliant on the trust and generosity of our donors and supporters.

Our charity will treat all donors and supporters, both existing and new, fairly and ensure our fundraising is legal, open, honest and respectful.

Independence at Home will take all practical measures to protect the public from unreasonable intrusion on a person's privacy. We will not put any undue pressure on the public to give nor make unreasonably persistent approaches.

In our fundraising activities we may come across people who may not be in a position to understand the nature of the donation we ask them to give and the purpose for which it is being asked for. We will support our Fundraising staff that raise funds on our behalf to recognise signs of vulnerability and respond to the supporter respectfully and appropriately.

We will take care and make every reasonable effort in our interactions with supporters to find out whether they are able to make decisions about giving. We will not deny anyone's wish to donate to the cause of their choice based solely on age, appearance or condition. Our intention is to inform, support and protect donors so that they are able to make informed decisions about donating to Independence at Home.

### Fundraising Promise and Key Principles

Our fundraising promise to existing and new supporters and the general public, is that our fundraising, in all its forms, is legal, open, honest and respectful.

We will be honest about how donations are used to meet fulfil our charity's mission and open about how we use funds. We will be respectful to the wishes, preferences, personal information and circumstances of the people we interact with and we will take all necessary steps to comply with the law and sector fundraising practice standards.

Our fundraisers, when raising funds on our behalf, will identify signs of vulnerability and will respond appropriately according to the four principles outlined below.

- We will always be respectful. This means being mindful of and sensitive to any particular need that a donor may have. It also means that we will strive to respect their wishes and preferences.
- We will treat donors fairly. We will not discriminate against any group or individual based on their appearance or health conditions.

- We will respond appropriately to the individual needs of our donors. Our fundraisers will adapt their approach (tone, language, communication technique) to suit the needs and requirements of the donor.
- We will take responsibility for our actions, ensuring fundraising is carried out in line with the Code of Fundraising Practice.

This approach has been informed by the [Institute of Fundraising's guidance on treating donors fairly](#).

### Legal and regulatory requirements

This policy and related procedures takes into account the following legal requirements and regulatory codes, standards and guidance:

- the Charities (Protection and Social Investment) Act 2016
- the Data Protection Act 1998
- the Fundraising Regulator Code of Fundraising Practice
- the Institute of Fundraising Treating Donors Fairly Guidance

### Who this policy covers

This policy applies to all staff employed by Independence at Home, to fundraise on their behalf.

### Areas of responsibility

Staff employed by Independence at Home, to fundraise on their behalf are responsible for implementing this policy and adhering to the related procedures. They should familiarize themselves with this policy as well as the Code of Fundraising Practice and the Institute of Fundraisings (IoF) Treating Donors Fairly Guidance. When responding to a supporter or member of the public in vulnerable circumstances, staff must take all necessary steps to understand if the supporter is able to make an informed decision about donating to Independence at Home and respond appropriately. If a supporter is deemed unable to make an informed decision, the fundraiser must not accept the donation.

Independence at Home does not work with any professional fundraisers or third party contractors.