

## Fundraising and Partnership Policy & Procedure

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<b>Consultation process</b>	CMT Employee Forum	<b>Distribution and training</b>	All employees Synergy
<b>Created</b>	March 2025	<b>Next planned review</b>	March 2028
<b>Last reviewed</b>			
<b>Approved by and date</b>	CMT – 10th April 2025 Employee Forum – 16 <sup>th</sup> June 2025 Board - 17th June 2025		
<b>Change Record</b>			
<b>Version no</b>	<b>Nature of change</b>	<b>Last approved</b>	<b>Approval</b>
1	New Policy		
2			
3			
4			

## **Introduction**

CHS is committed to providing security and creating opportunities for those living in its homes and benefiting from its services to enable them to flourish. CHS will deliver this by providing additional services and support to complement existing offerings / arrangements.

As there is currently no funding available for these additional services and support, CHS is implementing a Fundraising and Partnership Policy whereby it will proactively seek financial and gift donations as well as applying for grants from trusts and foundations. CHS will also seek to develop partnerships with local organisations to raise awareness of these additional services and explore opportunities to work together for the benefit of our tenants and residents.

This policy sets out the ways in which CHS intends to fundraise and establish partnerships and the procedures to be followed to ensure that our fundraising and partnerships, in all forms, are legal, open, honest and respectful.

This policy and procedure must be followed by all Board members, involved tenants, employees, casual relief workers and agency staff, and be made available to any potential third-party fundraisers, ahead of the commencement of any agreed fundraising or partnership activity.

## **Legal Requirements**

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

- Data Protection Act 2018
- General Data Protection Regulation (GDPR)
- Safeguarding Vulnerable Groups Act 2006
- Equalities Act 2010
- Gambling Act 2005
- Mental Capacity Act 2005
- Bribery Act 2010
- Fundraising Regulator Code of Fundraising Practice

## **Definitions**

**Fundraising** – the process of asking for voluntary financial or gift donations from individuals, businesses or other organisations or community group for a specific purpose or cause

**Fundraising partnerships** – the donor (individuals, business/organisation or community group) and non-profit organisation (CHS Group) work together to achieve a shared goal. The donor may provide financial donations alongside other benefits including pro bono or discounted services, campaign awareness, introductions to other potential donors, staff volunteering

**Gift donation** – this is any non-monetary item(s) that has been donated by a member of the public, staff, businesses, charitable organisation for a specific purpose or campaign e.g. toiletries donated for service users

**Financial donation** – a monetary donation given to CHS for a specific purpose or campaign, either given as cash, cheque, bank transfer or online donation

**Third-party fundraiser** – an individual, business, community group or organisation that raises money for a CHS campaign or local service fundraising activity. Any third-party fundraiser

working on behalf of CHS must uphold our values and comply with the Code of Fundraising Practice.

## **Types of Fundraising Activities**

### **1. Corporate CHS Campaigns**

CHS will identify and promote a number of corporate campaigns each year where the need for additional support has been identified. This may also include opportunities for external groups and organisations to provide support or voluntary services for the benefit of our tenants and residents.

### **2. Local Service Fundraising Activity**

CHS Housing with Care and Supported Housing services may, from time to time, undertake local fundraising or partnership activities to raise funds for the service/residents or apply for grants to fund additional services. Any funds raised must be used to pay for goods or services for the benefit of the service's tenants or residents e.g. holding a raffle to raise money to buy a garden ornament or applying for a grant that will fund a specific need within that service.

## **Permitted Fundraising and Partnership Activity**

As part of the CHS Fundraising and Partnership Policy, CHS staff and third-party fundraisers are permitted to engage with the following activities:

- Corporate/organisational donations - establishing partnerships with local businesses, groups and organisations to garner support, gift donations, financial donations and volunteering support either through a corporate campaign or local service fundraising activities.
- Corporate Grant applications - applying for grants from trusts, foundations and lottery community funds e.g. National Lottery or Cambridgeshire Community Lottery – applications can be made directly and/or with the use of a third part bid writer/fundraiser.
- Social Value contractor commitment – including a social value commitment element in new contract procurements, where appropriate, that may include a financial donation.
- Use of the JustGiving fundraising platform to accept donations  
<https://www.justgiving.com/chs-group>.
- Use of the Easyfundraising donation scheme to encourage nominations from supporters  
<https://www.easyfundraising.org.uk/causes/communitysupportatchsgroup/>.
- Promote seasonal appeals e.g., the annual Shoe Box Appeal to raise funds for CHS campaigns and partner campaigns.
- Hosting fundraising events to promote CHS campaigns to raise donations.
- Staff volunteering – CHS staff have the opportunity to use their annual volunteering day to raise funds for CHS campaigns e.g. taking part in sponsored events, cake stall, delivering activities etc.
- Payroll giving with CHS staff and agreed external partners via CAF Charities Aid Foundation.
- Accept unsolicited legacy donations.
- Miscellaneous local fundraising activities – staff are permitted to raise funds for the CHS corporate campaigns or their own local service campaigns with these fundraising activities:
  - Raffle, bingo or prize draw
  - Sponsored event e.g. sponsored walk/run,
  - Cake stall
  - Third party community grants e.g. Tesco local branch-based community grant

CHS staff and third-party fundraisers are not permitted to use the following methods of fundraising:

- Collection boxes for cash donations at any CHS premises.
- Canvassing on the street or house-to-house collections for cash donations or donated gifts.
- Online, phone or postal direct marketing or cold calling seeking financial donations.
- Selling items to raise funds e.g. online marketplace, pop up shop or stall at local fair or market.
- Approach the public in person, online or on the phone to encourage person to set up regular direct debit donations.
- Fundraising activities involving children under the age of 18.
- Create partnerships with commercial participators to produce products to sell to raise funds e.g. Christmas charity cards or calendars.
- Collect donations on any fundraising platform other than the CHS Group JustGiving site.
- Lotteries.
- Whilst CHS will accept unsolicited legacy donations, CHS staff or third-party fundraisers are not permitted to encourage potential donors to include a legacy donation pledge in their will.

### **Fundraising Compliance**

The Chief Executive and Director of Communities are responsible for ensuring fundraising compliance in relation to Corporate Campaigns and the Corporate Management Team (CMT) are responsible for ensuring compliance with this policy and procedures in relation to fundraising carried out by services under their area of responsibility.

The Communications and Fundraising Manager will maintain a holistic view of fundraising and partnership activities and inform the relevant Director of any concerns regarding compliance with this policy and procedure.

Staff are responsible for implementing this policy and adhering to the related procedures. They must make themselves familiar with relevant policies as well as the Code of Fundraising Practice <https://www.fundraisingregulator.org.uk/code>

### **Associated Policies**

- Gifts and Hospitality Policy
- Data Protection Policy
- Anti-Bribery Policy
- Anti-Fraud Policy
- Financial Regulations
- Employee Code of Conduct

### **Vulnerable People**

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 CHS, regardless of value or activity (e.g. includes purchase of raffle tickets) and respond appropriately. Things you should consider are:

- any physical or mental health condition the person may have;
- any disability or learning difficulties the person may have;

- whether the person is facing times of stress or anxiety (for example, following the death of a loved one or redundancy);
- whether a donation is likely to affect the person's ability to sufficiently care for themselves or leave them in financial hardship;
- how well the person can communicate and understand what they are being told;

If a supporter is deemed unable to make an informed decision, the member of staff must not accept the donation. This situation needs to be handled sensitively, and if necessary, staff should seek advice from their manager or Director. The donation offered and reason for declining must be recorded in the Gifts and Hospitality Register App - see appendix 1.

### **Approving Fundraising & Volunteering Activities**

Before fundraising or volunteering activities can be initiated, approval must be sought from the relevant Director or Chief Executive in their absence. The Communications and Fundraising Manager must also be notified.

All fundraising publicity must state clearly how the fundraising or volunteering will benefit the tenants and residents and confirm that our Fundraising and Partnership Policy is available on our website.

It is the responsibility of the Communications and Fundraising Manager to coordinate any corporate appeals for donations from individuals, groups or organisations (e.g. shoe box appeal).

Service Managers may co-ordinate local appeals (e.g. raffle prizes) from individuals, groups, or organisations subject to notifying the Communications and Fundraising Manager and ensuring full compliance with this policy and procedure.

Where funds are being raised for a specific cause, either corporately or locally, all donations received must be used for that cause and in accordance with any conditions expressed by the donor. Fundraising activities must be communicated clearly so that donors understand how the money will be used and where appropriate, include a statement to explain what will happen to funds received if the total amount raised is not enough to reach (or is more than) the target.

### **Raffles**

Subject to the agreement of the relevant Director, raffles are an approved way of local, onsite fundraising for specific purposes, subject to the following terms and conditions being followed:

- clear communication regarding purpose, date of draw, price per ticket and money raised;
- gifts donated as raffle prizes must be recorded in the Gifts and Hospitality Register App;
- use of official raffle tickets with a record kept of the number of the first and last ticket sold;
- onsite sale of raffle tickets (they must not be sold online, via email or over the telephone);
- cash must be handled in accordance with the CHS Cash Handling Policy;
- draw must be witnessed and results recorded;
- winners must be notified as soon as possible;
- raffle tickets sold and money received should be reconciled after the draw and records retained on site for audit purposes, together with receipts for purchases made (including raffle prizes and goods/service purchased as a result of the fundraising).
- Money raised must be recorded in the Gifts and Hospitality Register App.

- Sale of raffles tickets outside of CHS properties is strictly prohibited.

### **Accepting Donation & Voluntary Support**

In deciding whether to accept or decline a donation or gift, CHS will consider the organisations' best overall interests and relevant policies and procedures (including Gifts and Hospitality Policy) and will not accept donations, gifts or voluntary services from donors whose activities appear to be in direct conflict with our aims and objectives. Where appropriate, staff should seek guidance from the relevant Director or Chief Executive. A record of the donation and reason for declining must be recorded in the Gifts and Hospitality Register App (See appendix 1).

### **Restricted funds/donations**

Restricted funds or donations are where the donor or funder has specified where they would like the monies spend e.g. on a specific service or to purchase a specific item.

If supporters wish to make a donation or volunteer for a specific area of our work, then they may make a specified donation by providing written instructions to this effect with their donation. CHS will always respect this. If CHS colleagues receive a restricted donation, they must add these details when logging acceptance of the funds on the CHS Gift and Hospitality App (see appendix 1). CHS colleagues are not permitted to influence a supporter's donation and if a donation is given for a specific purpose, they must endeavour to spend it as requested. If colleagues are unable to spend restricted funds as requested, they must contact the donor and explain that they have been unable to spend the donation; contact should be within 12 months of receiving the funds. The donor may be happy for the funds to be used for a further 12 months, they may wish to change the restriction, or they may un-restrict their donation altogether. CHS colleagues must record any changes relating to restricted funds on the Gifts and Hospitality App.

If CHS is unable to accept the request for the specific donation and the donor does not want the donation to be used in any other way, CHS will refund the donation.

### **Gifts in memoriam**

When donations and gifts are made to honour, in remembrance or otherwise recognise individuals, whether the donor is living or by bequest, the relevant Director should be notified. It will be the policy of CHS not only to receive such gifts but also to encourage efforts to remember and honour donors.

### **Donation or Gift Processing**

All donations or gifts (whether accepted or not) must be logged onto the CHS Hospitality and Gift Register App within 28 days of receipt. The process to follow is set out at Appendix 1. If the value of a cash gift is over £500 the Chief Executive and Director of Corporate Services must be notified via email upon receipt.

### **Handling of Cash Donations**

CHS will adhere to the following good practice when handling cash donations resulting from face-to-face activities:

- cash received must be counted and recorded by two members of staff in a secure environment using official sequentially numbered CHS receipt books. (refer to the CHS Cash Handling Policy).
- cash should be kept in a till or lockable money box upon receipt.
- cash must be banked and recorded into the appropriate amenity fund as soon as is practicable.
- cash not banked immediately must be placed in a safe or other secure location.
- If the value of a single donation is £500 or more the Chief Executive and Director of Corporate Services must be notified.
- At the earliest possible date, reconciliation must be made between cash banked and the amount entered on the Gifts and Hospitality Register App by someone independent of the counting and banking of the money.
- Staff involved in the handling of cash must have full regard for the responsibilities set out in the CHS Cash Handling Policy available on Synergy.

Where electronic payment facilities are available (card readers) these may be used to take a donation subject to standard operating procedures being followed.

### **Donor Recognition**

Recognising donations is important to CHS and therefore staff must ensure that individuals, groups or organisations are appropriately thanked. This can be verbally for small gifts (e.g. raffle prize) but must be in writing from the Service Manager for larger gifts or donations (i.e. with a value of £100 or more).

Donations made to corporate campaigns (financial or time) will be acknowledged by the Communications and Fundraising Manager, Director of Communities, Chief Executive or the Chair of the Board as deemed appropriate.

### **Redistribution of Donations**

CHS is committed to full transparency in all our fundraising and partnership activities. This will be achieved through the Gifts and Hospitality Register App, to record all donations offered (regardless of whether they are accepted or declined) and 'Donation Distribution to Service' spreadsheet to record how the donations have been redistributed to who and for what purpose.

Both the Gifts and Hospitality Register App and Donation Distribution to Service Spreadsheet must be completed by staff within 28 days of receipt and redistribution to ensure that our records are up to date.

Appendix 1 sets out the process to be followed.

### **Donation sharing with other organisations**

From time to time, CHS may receive a donation or funding which is intended for use by more than one campaign, service or organisation.

Where the funding has been solicited, e.g. via a grant application or proposal, clear documentation regarding the proposal, how funds will be used, and how the expenditure will be accounted for, must be in place prior to agreeing a final receipt of funds. Where appropriate,

documentation should include written agreement from grant/funders to share donations with other organisations prior to redistribution.

Donation sharing must be reported using the Gifts and Hospitality Register App and Donation Distribution to Service Spreadsheet as set out in Appendix 1.

### **Retention of Personal Data of Donors**

As part of CHS's fundraising and partnership work, personal data of donors may be collected. CHS is committed to protecting all personal data and the CHS Fundraising Privacy and Retention Notice, available on our website [www.chsgroup.org.uk](http://www.chsgroup.org.uk), sets out how personal data of donors will be collected and processed in relation to fundraising and partnership work.

### **Health & Safety**

CHS is committed to meeting all legal obligations to protect the health and safety of employees, volunteers, the public and anyone else who might reasonably be considered to be affected by our fundraising activities.

The Corporate Health & Safety Manager must be notified of any fundraising or partnership activities, such as volunteering, to ensure that appropriate risk assessments, information and training and PPE where required is provided.

### **Complaints**

CHS will respond to all complaints from individuals, groups or businesses relating to CHS's fundraising activities, including those undertaken by third-party fundraisers, in a respectful, open and honest way in line with CHS's Complaints Policy. If we cannot resolve the issue to your satisfaction at your first point of contact, the stages of our Complaints process are:

- Stage 1
- Stage 2

Further information about how CHS will handle the complaints process i.e. Initial Contact, Stage 1 and Stage 2 is available in the CHS Complaints Policy, available at [www.chsgroup.org.uk](http://www.chsgroup.org.uk). However, complaints relating to fundraising activities will not involve the CHS Complaints Panel or the Housing Ombudsman as they only get involved in complaints relating to housing issues.

CHS will respond to any complaint in a timely way and acknowledge receipt of a complaint and set a realistic and reasonable time limit for each stage of the complaints process. CHS will investigate a complaint fairly and thoroughly and will provide clear, evidence-based reasons for our decision and ensure our decision is proportionate, appropriate and fair.

CHS will regularly review any lessons learnt from complaints and use that learning to help with future fundraising activities.

CHS has a clear and published procedure for staff and volunteers to report any concerns they have about our fundraising practice. Further details of this procedure can be found in the CHS Whistleblowing Policy on the CHS website [www.chsgroup.org.uk](http://www.chsgroup.org.uk).

To ensure compliance and understanding across the whole organisation, we have asked that all staff confirm that they have understood this policy by completing an online acknowledgement



form. We will monitor form submissions regularly and follow up with anyone who has not responded.