

Policy on donations (including legacies), corporate funding, sponsorship and support

Summary

This policy is for all staff and trustees of AvMA and sets out our approach to accepting donations (including legacies), corporate fundraising, sponsorship and support and seeks to ensure that we adhere to best fundraising practices and that we operate in line with our values with respect to such monies or other forms of support.

1. Introduction

Action against Medical Accidents (AvMA) recognises that income (or other support) from a variety of sources makes a vital and positive contribution to its ability to meet its charitable objectives, and warmly welcomes the support it receives. AvMA is a charity and places great importance on retaining its independence and the confidence of its beneficiaries, the public, of funders and other stakeholders. We are committed to adhering to the Fundraising Promise and Code of Fundraising Practice issued by the Fundraising Regulator. As such, we strive to live up to the same level of transparency and integrity which we expect of other public bodies and professions. Having a policy ensures that we make careful and appropriate decisions about who we approach for funding, what funding we will accept and on what terms. It also provides a transparent statement for the outside world about how we reach such decisions. We believe this to be in the interests of both AvMA and our funders.

2. Statement of policy

2.1 Scope

This policy covers the following forms of funding from organisations, firms or individuals. We define funding to include:

- a) grants from charitable trusts, government departments, or other organisations
- b) contracts for the provision of services by AvMA
- c) sponsorship including, but not limited to sponsorship of events, publications or websites
- d) donations from individuals or businesses (including legacies)
- e) secondments and volunteers of staff and/or/ any other type of non-monetary support or gifts in kind

2.2 Considerations

AvMA will only accept funding if the money is derived from legal and ethical sources and that it considers that the funding will not influence policy positions, decisions or actions of the charity.

AvMA will not accept funding from organisations or sectors deriving income from:

- a) advocating discrimination or inciting hatred
- b) the manufacturer and distribution of guns and weapons including cluster bombs
- c) failing to pay the minimum wage or implementing basic labour rights, including unlawful use of child labour and any forms of modern slavery
- d) depriving people of basic human necessities such as food, water and medicine
- e) gambling, tobacco or pornography

2.3 Conflicts of interest

AvMA will not accept funding if doing so is likely to cause a conflict of interest or bring the charity's independence and name into disrepute. Examples include if the individual or organisation concerned:

- a) Does not adopt behaviours and standards compatible with AvMA's objectives, such as:
 - o compliance with the relevant law,
 - o regulatory standards and good practice,
 - o good advertising standards,
 - o good data management standards and
 - o good standards of transparency in the event that they have encountered issued with their product or service offering.
 - o Organisations should also have clear policies on diversity, equalities and inclusion and show commitment to sustainable environmental practices.
- b) is known to seek undue influence through provision of funding especially in a situation where the size of the donation would form a significant sum proportion of AvMA's income
- c) is of any party-political persuasion and so bring AvMA's independence into question
- d) acts in a manner considered to be incompatible with the purpose and values of the charity, or
- e) is perceived to be acting against the interests of the charity or its beneficiaries

AvMA will not accept funding in return for explicit endorsement or recommendation of a product or service and funders will not be permitted to quote or imply AvMA's endorsement without prior permission from AvMA's Board.

Potential funders, donors, seconders of staff or sponsors will be made aware of the above conditions for AvMA accepting such support before an arrangement is agreed to. If a donation has already been received and it is found that it does not conform with the above principles, it will be returned where appropriate.

3. Roles and responsibilities

All managers and staff in AvMA will be made aware of this policy and are required to understand the need to implement it. Managers should apply reasonable due diligence to assure themselves the funding would not be perceived as a conflict of interest or bring AvMA into disrepute. This will include consideration of whether the person or organisation or the activities fall into any of the categories in sections 2.2 and 2.3 above. In undertaking due diligence, the nature, scale and scope of it will be based on the level of funding being offered.

If there is a doubt about the suitability of a potential source of funding, the matter will be referred to the Chief Executive who will consider the case on the above principles and make a decision in conjunction with the management team. If the Chief Executive is not confident that the source of funding is acceptable under this policy or the value of the support is above £25,000 in any one year, he/she will refer the matter to AvMA's Finance & Investment Committee in the first instance.

Wherever possible, there will be a written agreement making clear the conditions under which AvMA accepts funding or support.

In making decisions, managers and trustees must ensure compliance with relevant requirements and guidance issued by the Charity Commission, Fundraising Regulator, and the Scottish Charity Regulator if appropriate.

If AvMA becomes aware that an existing source of funding may not be within the spirit of this policy, the arrangement must be reviewed by the Chief Executive and if necessary, the Board of Trustees. If it is found to be unacceptable, steps will be taken to cease the arrangement and disassociate the charity from the funder as soon as is practical.

In addition, AvMA will seek to avoid a situation where any single source of funding becomes so important to it that there is a danger of the charity becoming unduly influenced or afraid to challenge/offend the funder in the interests of the charity's beneficiaries. The Chief Executive and Trustees of the charity will keep this under review as part of the charity's risk assessment process.

In the case of secondment of staff, the staff concerned will be required to sign an undertaking on confidentiality and conforming with all other policies of AvMA.

4. Governance, administration and monitoring

This policy has been drawn up in conjunction with the Income Generation Working Group and managers/CEO. The policy will be approved by the Board. Thereafter it will be for the management team and CEO to oversee adherence to the policy and where issues or concerns arise to bring them to the attention of the Board or Finance & Investment Committee where necessary. The Board will, at their regular meetings receive a report on fundraising activities including significant donations, legacies or sponsorship.

4.1 Development and approval

This policy was developed by the Management Team with support from the Income Generation Working Group.

4.2 Equality, inclusion and diversity

AvMA is mindful of the need to ensure that all sources of funding are lawful and that it has been proactive in trying to ensure that the sources of its funds, especially where it involves corporate giving, are also lawful. AvMA will want to be satisfied that funders are meeting their legal obligations around equality and are committed to promoting equality, diversity and inclusivity through the work that they undertake. Insofar as climate change can adversely impact disadvantaged communities AvMA is also keen to see its supporters making a commitment to net zero and environment sustainability.

4.3 Document management

Agreed at Board Meeting: December 2023

Due for review: December 2026

Related policies:

- Conflict of Interest
- Gifts, Hospitality & Entertainment
- Anti-bribery