



THE CARES FAMILY

FUNDRAISING POLICY

The Cares Family's activities and the relationships we nurture would not be possible without the generosity of our funders, donors and supporters. It's thanks to them that we are able to reduce loneliness in our communities.

We are committed to working in close partnership with all our funders and donors, and to showing each of our supporters – whether organisational or individual – care, respect and gratitude. At the heart of the following policy is the principle of offering a personal, relational approach that reflects the ethos of the wider The Cares Family vision. Along with our Ethical Fundraising Policy, this document ensures we follow good practice throughout all areas of our fundraising.

Supporter promise | We will always express our thanks for any donation of any size, and seek to keep all supporters informed about the impact of their donation with additional communications and an ongoing relationship.

- Though we will always seek to strengthen partnerships with close communication over time, we will not put any pressure on donors to make further donations. We will therefore only contact supporters in a way that they are happy with. If they want us to contact them less, or they'd rather we don't contact them at all, we will always respect that wish.
- We will keep donors' personal information safe, in accordance with our Data Protection policy, and we will never sell or share donor details with third parties.
- The Cares Family has a diversity of income streams and a reserves policy which protects us from insolvency. However, in the highly unlikely event that the charity closes, we would discuss with all funders whether they'd be happy for us to transfer promised or agreed funds to another organisation working on a similar issue in the same local area.
- We adhere to the Fundraising Regulator's Code Constitution in every part of our fundraising.

Trusts and Foundations | The Cares Family receives around half our income through grants from trusts and foundations. We therefore work very hard to ensure our reputation with trusts and foundations is strong, in line with our organisational ethos. Specifically, we will always ensure that:

- We act transparently, with all relevant information statutorily required to be published – including Annual Accounts, our registered address and contact details – made freely available.

- When we receive a grant, we meet the reporting and monitoring requirements.
- If funding is for a specific project, we use those funds solely for the project for which we secured the funding or any other costs associated with that project as may be chosen by the charity from time to time.
- We will endeavour to seek the permission of the funding body before making any changes to the application of the grant.
- If specified in the terms and conditions of a grant we will acknowledge the grant on our website.

Fundraising events | As part of our Community Fundraising, The Cares Family hosts a number of events, selling tickets, holding raffles and auctions and receiving donations to support our core activities. These events are created to reflect the wider ethos of the charity, and therefore:

- We will endeavour to ensure that any fundraising event is fully accessible for anyone wishing to attend. Where this is not possible, we will communicate this clearly.
- Where appropriate, marketing materials will display our charity number and explicitly state that the event is in aid of The Cares Family.
- If for any reason a ticketed Cares Family fundraising event is cancelled, or a guest cannot attend for any other reason, we may ask whether guests are happy for the ticket to be transferred to a donation for the charity. If not, we will issue a full refund as soon as possible.
- Raffles will typically be contained within a fundraising event and all money raised will be solely for The Cares Family (or a part of The Cares Family). In the instance that winners are not drawn during an event, this will be communicated to all participants.
- Raffle prizes will not be worth less than the value of a ticket.
- Collection buckets will display the charity name, logo and, where appropriate, charity registration number. During events, these will be looked after by a member of staff. As soon as the event ends, they will be sealed shut until the money is ready to be banked. Cash will be banked as quickly as possible.
- We will always be sure to have full public liability insurance for each event.
- We will be sure to carry out a risk assessment for every The Cares Family fundraising event.
- If we are holding a fundraising auction, we will abide by the Trade Descriptions Act 1968. We will draw up terms and conditions where appropriate.

Peer to peer events | The Cares Family encourages supporters to host events to raise money for our charities themselves. Where this occurs, we will do our best to support fundraisers to host safe and exciting events.

- Peer-to-peer events are events that supporters conceive, market and manage themselves. These may include comedy nights, pub quizzes and bake sales.
- When someone agrees to host a fundraising event for The Cares Family, we will send them any resources they may need to help market the event. This may include flyers about our work, charity stickers and pens.
- If appropriate, we will let fundraisers borrow a fundraising bucket with The Cares Family branding. This will display our charity name, logo and charity number. We will also supply security tags so that buckets can be secured.
- The organiser of the event is responsible for encouraging guests to attend.
- If an independent event is set up that we deem to be an inappropriate fundraising event for The Cares Family, or is not in line with our charity's ethos, aims or objectives, we will speak to the event organiser at the earliest opportunity about postponing, reimagining or cancelling the event.

Donations | Donations to The Cares Family may take many forms, including those made by cash, cheque, one-off bank transfers, standing orders, payments through The Cares Family websites, payments through third party websites, and other such payments where appropriate. Donations are encouraged, promoted and received in a way which reflects the wider ethos of the charity.

- When communicating with a donor about their donation, we will be sure to acknowledge and respect their communication preferences.
- We will always try to thank all donors for their support. However, if the donor has opted out of receiving communication from the charity, this 'thank you' message will be the only communication they receive from The Cares Family.
- If donors opt in to receiving communication from The Cares Family, we may send emails with the latest news, opportunities, events and impact from the charity.
- All personal information will be safely stored in accordance with our data protection policy.
- Any paper donation forms will be safely locked away, in accordance with our data protection policy.
- We will give donors the option to claim Gift Aid on all eligible donations. Gift Aid guidance will be clearly shown alongside this invitation on any donation form.
- Unless otherwise stated, one-off or regular donations to The Cares Family will be used in the area of our work where we feel the need is greatest.
- If the donor specifies that they want their donation to be used towards a certain programme or project, then The Cares Family will respect these wishes and use the donation accordingly.

Accepting donations from older neighbours | While all our activities are free to the older and younger neighbours who participate in them, there are some instances in which older neighbours may wish to donate to the charity or attend a fundraising event. Where that is the case we will adhere to the following principles:

- Where older neighbours are invited to participate in a Community Fundraising raffle, we are sure to explain that all income raised will be used for The Cares Family's normal charitable purposes.
- If an older neighbour wants to donate directly to The Cares Family, our team will explain that their company and time is the most valuable thing to us. If the older neighbour persists with the desire to donate, then The Cares Family will accept the donation, reminding the older neighbours that they are under no obligation to

support the charity in this way. This best practice will be passed on to challenge fundraisers, who may also find themselves accepting donations from older neighbours.

- In line with our Ethical Fundraising Policy, if we have cause to believe that a supporter has not been fully cognisant of their donation – for example if neighbours with severe dementia or other memory impairment seek to donate – we will seek to refuse the donation.
- If we assess a neighbour to be financially or mentally vulnerable, we will seek not to accept their donation.

Challenge fundraisers | Each year, scores of supporters take on a challenge for The Cares Family – challenges like half marathon runs, 100-mile cycles, or walks. The following policies are designed to ensure that those challenges and the people supporting them operate safely and in line with the ethos and values of The Cares Family:

- The Cares Family works with events partners to offer supporters the chance to raise money for us in an active way. All participants will abide by the health and safety regulations of the event organiser.
- When someone signs up to take on a challenge for The Cares Family, they will receive a fundraising pack including any relevant or supporting materials as soon as possible.
- A member of staff will always respond to any questions our challengers may have in a timely, personal and friendly manner.
- Where relevant, we communicate the minimum fundraising target to all participants before they sign-up. By registering for a challenge event, participants are obliged to meet this fundraising target. If they fail to reach this target, we will discuss a way to support them to reach this goal; either by taking on another challenge event, holding a bake sale or making a one-off donation to the charity.
- Any fundraising target set by The Cares Family does not include Gift Aid.
- As a community network, The Cares Family will encourage challengers to share their story with their own networks – friends, family and colleagues – including on social media, to raise money. Whilst The Cares Family does not share individual fundraising pages with our own networks, we actively encourage challengers to write a blog for our website about why they are fundraising for The Cares Family which can then be shared amongst their own networks to boost their fundraising.

Handling money | While most donations to The Cares Family are now electronic, we do still handle cash from time to time and have developed the following policy, alongside our Finance Policy, to ensure that cash is safe and handled appropriately.

- Any cheques or cash we receive will be deposited into our charity bank account at the earliest opportunity.
- Cheques and/or cash will be stored in a lockable drawer, cupboard or private locked office until there is a convenient time to deposit them.
- When counting loose change, two members of the The Cares Family team will always be present.

In-kind support | Businesses and individuals that offer The Cares Family their time and skills to help develop the organisation are a valuable part of our community. We will always seek to recognise and respect the time that volunteers give.

- We will be sure to thank any in-kind donations in a timely and respectful way.
- Where appropriate, we will acknowledge these donations on our website or social media, should the volunteer approve.
- We will not accept in-kind donations that will not help us meet our charitable purposes or which might be better donated to another organisation with the skills and experience to ensure it meets its purpose; for instance, large quantities of fresh food which we cannot store safely.