



*Little Sisters of the Poor
caring for the elderly in need*

Little Sisters of the Poor is a Charity, registered in England and Wales with the Charity Commission (Charity Number 234434)

ETHICAL FUNDRAISING POLICY

INTRODUCTION

Little Sisters of the Poor recognises that the Charity has a responsibility to develop a set of principles about how the Charity's fundraising will be carried out. This includes the central importance of donors and potential donors being in control of their relationship with the Charity.

Little Sisters of the Poor aims to consistently promote public trust and confidence. As a central statement of principle, Little Sisters of the Poor will, at all times, behave legally, decently, honestly and truthfully when communicating with donors, potential donors and other members of the public.

To this end, the Sisters of the Charity, with input from staff, have developed this ethical fundraising policy. This policy applies to ALL Sisters and staff when they are acting on behalf of the Charity and will therefore be made available to them. Everyone will be expected to read and implement the policy and any subsequent procedures that stem from it, including the use of agreed templates. Failure to do so may result in disciplinary action.

Subsequently and from time to time, Sisters and staff will be expected to engage in refresher training on the values, principles and practices associated with this policy.

This policy applies equally to volunteer fundraisers acting 'on behalf of' the Charity and, where Little Sisters of the Poor is aware, it will be sent to 'in aid of' volunteers also.

This policy will be available on the Charity's website and feedback from donors will be encouraged. Donors and members of the public will be able to contact Little Sisters of the Poor if they have any concerns about the Charity's fundraising practices.

This policy was agreed by Mother Provincial on 12th April 2018 and will be reviewed on 12th April 2019.

LEGAL AND REGULATORY BASIS FOR POLICY POSITIONS

Fundamentally, Little Sisters of the Poor is motivated to develop this policy because they believe that they should treat donors and potential donors with honesty and respect. However, fundraising in the UK is an increasingly regulated activity. The following laws and regulations are particularly pertinent (although there are others):

- Charities Act 2011
- Charities (Protection and Social Investment) Act 2016
- Gambling Acts (various)
- Health and Safety at Work Act 1974 (and various supplementary regulations)

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- Data Protection Act 1998
- Privacy and Electronic Communications Regulations 2003

These rules and regulations, as they relate to fundraising are overseen by five key agencies:-

- 1) The Fundraising Regulator
- 2) The Charity Commission
- 3) The Information Commissioner's Office
- 4) The Gambling Commission
- 5) Health and Safety Executive

The Fundraising Regulator produces, oversees and develops the Codes of Fundraising Practice which summarise the relevant rules and regulations for each type of fundraising. These rules apply to ALL organisations that engage in fundraising activities.

Little Sisters of the Poor hereby commits to follow the rules, regulations and best practice guidance issued by the Fundraising Regulator. Where these rules are changed or updated, Little Sisters of the Poor will develop a practical timetable for working towards compliance.

All fundraising personnel will be required to familiarise themselves with the fundraising Codes of Practice that pertain to their area(s) of work and they will be encouraged to attend appropriate training courses. Fundraising staff will also be encouraged to take out personal membership of the Institute of Fundraising (the professional body for fundraisers in the UK). Membership of the Institute requires a personal commitment to fundraising regulation and best practice guidance issued by the Fundraising Regulator.

Volunteer fundraisers working 'on behalf of' the Charity will also be **required** to familiarise themselves with the fundraising Codes of Practice that pertain to their area(s) of work.

Volunteer fundraisers acting 'in aid of' of the Charity, where these are known, will be sent a copy of the relevant Codes of Practice and asked to comply with them. The Charity will refuse to accept donations that have been acquired by volunteer fundraisers as a result of practices that are known to be unlawful, unduly coercive or result in donations from individuals deemed to be vulnerable.

TYPES OF FUNDRAISING UNDERTAKEN BY THE CHARITY

In general, Little Sisters of the Poor commits to fundraising in appropriate ways which:

- Do not constitute an unreasonable intrusion on any person's
- Do not constitute unreasonably persistent approaches for funds
- Does not place undue pressure on any person to give money or other property

Little Sisters of the Poor raises voluntary income through a variety of methods, including:-

- Community fundraising (community events organised by the Charity, sponsored events undertaken by individuals, public and private collections, raffles etc.)
- Individual appeals to donors through appeal mailings and newsletter appeals
- The promotion of committed giving (regular donations through standing order / direct debit)
- The promotion of legacies and in memoriam giving
- Soliciting support from local, regional and national companies
- Church appeals
- Public appeals via print and radio media

COMMUNITY FUNDRAISING

Community fundraising comprises a wide range of activities that aim to:-

- Raise funds for the Charity through voluntary donations and participation in activities such as raffles, fêtes, quizzes, dinners, etc.
- Raise awareness of the Charity in local communities
- Recruit new donors and gain their consent to future fundraising marketing via mail, email, telephone and text

Community fundraising activities, where these are organised by the Charity or volunteers acting on its behalf, will be undertaken in accordance with the Fundraising Regulator's Codes of Practice.

Where Little Sisters of the Poor is made aware that 'in aid of' volunteers are planning a fundraising activity, they will be sent the relevant Code(s) of Practice for that activity and asked to abide by it.

Any complaints received about fundraising methods will be investigated and logged and, if appropriate, measures will be put in place to address any issues in the future.

'In aid of' fundraisers will be asked to submit the funds raised from their event / activity within 21 days, **without** deducting expenses (which may be reclaimed separately). Failure to submit funds within an agreed period of time will result in the police being notified. This measure is intended to address any possible instances of fraud or theft of charitable funds.

OUR APPROACH TO DIRECT MARKETING

Personal data about individuals may be collected for **specified, explicit and legitimate purposes** and will not be further processed or used for entirely different purposes. The purpose or purposes for which data is collected will be provided to individuals when that data is collected.

Purposes: Direct marketing may be used by Little Sisters of the Poor to:-

- Inform people about the Charity's aims, ideals and activities
- Send out newsletters and other updates about the Charity
- Solicit donations to fund the Charity's work
- Contact people about opportunities to volunteer with the Charity / get involved in fundraising for the Charity
- Send out invitations to events (fundraising and other)
- Send out raffle tickets

Fundraising mailings will only be sent to people who have opted in to receive them or, if they are donors who have donated in the last two years, have not opted out of receiving them. Likewise, telephone, email and text appeals will only be made to people who have **opted in** to hear from the Charity through these channels.

There will be no more than six direct marketing appeals directed at the same donor within the space of a year.

Little Sisters of the Poor will screen against the Telephone Preference Service and the Corporate Telephone Preference Service before making any direct marketing calls. Individuals and companies registered on the TPS and CTPS will not be contacted until Little Sisters of the Poor has obtained explicit opt-in consent which is still current (consent obtained within the last two years).

Where the stories and / or photographs of beneficiaries are used for direct marketing purposes, consent will be obtained from them and / or their family.

CONSENT

Under the forthcoming EU General Data Protection Regulations (GDPR) which will come into force in the UK on 28th May 2018:-

*"Consent should be given by a **clear affirmative action** establishing a **freely given, specific, informed and unambiguous indication** of the data subject's agreement to personal data relating to him or her being processed, such as by a written, including electronic, or oral statement..... **Silence, pre-ticked boxes or inactivity should therefore not constitute consent.**" (GDPR)*

All the relevant regulators urge that the safest form of action is to seek **opt-in** consent to direct marketing through all appropriate channels (post, email, telephone and text). Little Sisters of the Poor has therefore produced opt-in consent forms for distribution at community fundraising and other events.

The Little Sisters of the Poor will rely on legitimate interests to mail donors who have donated in the previous two year period, residents and family members of residents and employees. In this regard, a legitimate interest assessment has been carried out.

Where consent is given verbally, a written note will be made to record:

- What types of direct marketing the individual has consented too
- Through which channels direct marketing may be communicated
- What fair processing / privacy information was provided
- The date the consent was given/..
- Who the consent was given to

Confirmation of these details will then be sent to the individual within 28 days.

Consent WILL NOT be assumed if contact details are held by the Charity but no opt-in consent to use those details has been given and Little Sisters of the Poor will not undertake tele-appealing nor data-matching without consent.

The GDPR says that it must be as easy to opt out of direct marketing as it is to opt in. Therefore Little Sisters of the Poor will ensure that an opt out mechanism is provided on all direct marketing materials.

Measures will be put in place internally to ensure that consents (and withdrawals of consent) are accurately recorded.

Personal data will never be shared or sold to a third party for that party's marketing purposes without explicit consent.

Little Sisters of the Poor will not rent or buy marketing lists from third party agencies.

Consent to direct marketing, through all channels, will be deemed to be valid for a maximum of two years. Towards the end of this two year period, Little Sisters of the Poor will seek renewed consent. If there is no response to this request, contact details will be suppressed. The supporter / donor will be informed of this.

FAIRNESS AND TRANSPARENCY

Little Sisters of the Poor will be open and transparent about how it collects and processes personal data and details of how personal data will be collected and used are set out in the Fair Processing and Privacy Notice. Details of how to access this information will be given to individuals at the point at which their personal information is collected.

Individuals have the right to opt out of direct marketing at any time and the Privacy and Fair Use Notice makes this clear and tells people how they may opt-out.

The Notice also makes people aware of how to make a complaint to the Charity about direct marketing and to external regulatory agencies (the Fundraising Regulator and the Information Commissioner's Office).

APPECIATING DONORS

Little Sisters of the Poor values its donors as the lifeblood of the Charity. It will therefore seek to build long-term, respectful relationships with them. To this end, the Charity will always thank donors and other funders (e.g. companies) for their support in ways that are as personal as possible.

Little Sisters of the Poor espouses relationship fundraising (as opposed to transactional fundraising).

RESEARCHING PROSPECTS PREVIOUSLY UNKNOWN TO THE CHARITY

From time to time, Little Sisters of the Poor may become aware of people in the community who they believe would have an interest in the Charity and the potential to donate larger than average sums (prospects). In such circumstances, the Charity may use publicly available resources, for example, social media, to find out more about them.

The purpose of this research is to ensure that approaches are made only to those likely to have an interest in the Charity

and to ensure that those approaches are respectful, timely and ensure the best use of the Charity's resources and the prospect's time.

It is understood that should such research take place, the individual(s) will be told about it when they are first contacted and given the option to opt-out of such research. Any information gleaned about an individual who opts out will be deleted / destroyed.

PROTECTING VULNERABLE PEOPLE

There is no legal definition of a 'vulnerable person', but Little Sisters of the Poor encourages its staff and volunteers to exercise their judgement when soliciting donations to ensure that:-

- Donations are not solicited from people in a vulnerable circumstance or who would be deemed to be unable to make an informed decision in relation to such a request.
- That where donations are volunteered from people who *may* be deemed vulnerable, that the donor is subsequently able to recite back the staff member / volunteer fundraiser the amount of the donation being given and the name of the organisation they are donating to (in this case, Little Sisters of the Poor).
- **Nobody** (vulnerable or otherwise) is placed under undue pressure to donate.
- Fundraisers do not persist in asking for a donation where the request has been refused.
- People who ask to be removed from mailing / email / telephone / text marketing lists are promptly suppressed on the Charity's database.

LEGACY AND IN MEMORIAM GIVING

Supporting a Charity through a gift in a will and / or a collection in lieu of flowers at a funeral is increasingly becoming a norm in British culture. Little Sisters of the Poor promotes these forms of giving primarily through inserts and articles in its newsletter and through the support of supportive solicitors.

Direct approaches to residents will not be made.

COMPLAINTS ABOUT FUNDRAISING

Little Sisters of the Poor will keep a central record of all complaints received about fundraising and will conduct any necessary investigations in relation to such complaints, taking remedial action if necessary and instituting procedures to prevent problems recurring.

DATABASE MANAGEMENT SYSTEMS

Little Sisters of the Poor will develop its database to ensure that consents to direct marketing that are given and withdrawn can be recorded appropriately. No additional in-house databases of supporters personal information will be developed – this is in order to avoid duplication / contradiction of consent information.

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WORKING WITH COMPANIES

Little Sisters of the Poor appreciates the support of local, regional and national companies and recognises the significant contributions that companies and their staff can make to the Charity's fundraising endeavours.

Little Sisters of the Poor will seek and accept support from companies in all but the following areas (being inimical to the aims and objectives of the Charity):-

- Companies whose business is weapons manufacture
- Companies whose business is pornography
- Casinos, betting shops
- Payday lenders

ANNUAL REPORTS: FUND-RAISING STANDARDS INFORMATION

The Charities (Protection and Social Investment) Act 2016 places an obligation on charities with an annual income of over £1million to make a statement in their Annual Report and Accounts. This statement must cover:

- The approach taken by the Charity to fundraising activities or by any person on behalf of the Charity for the purpose of fund-raising, and in particular whether a professional fund-raiser or commercial participator carried on any of those activities.
- Whether the Charity or any person acting on behalf of the Charity was subject to an undertaking to be bound by any voluntary scheme for regulating fund-raising, or any voluntary standard of fund-raising, in respect of activities on behalf of the Charity, and, if so, what scheme or standard.
- Any failure to comply with a scheme or standard.
- Whether the Charity monitored activities carried on by any person on behalf of the Charity for the purpose of fund-raising, and, if so, how it did so.
- The number of complaints received by the Charity or a person acting on its behalf about activities by the Charity or by a person on behalf of the Charity for the purpose of fund-raising.
- What the Charity has done to protect vulnerable people and other members of the public from behaviour which is:
 - (a) unreasonable intrusion on a person's privacy;
 - (b) unreasonably persistent approaches for the purpose of soliciting or otherwise procuring money or other property on behalf of the Charity;
 - (c) placing undue pressure on a person to give money or other property.

Little Sisters of the Poor will abide fully with these reporting requirements.

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