



Ethical Fundraising Policy

Date reviewed by the Board	Amendments
April 2022	none
Person responsible for review	Chief Executive Officer (CEO)
Date of next review	April 2024



1. Purpose of this policy

- 1.1 This policy seeks to assure that the work of Devon Mind is funded ethically. Having an Ethical Fundraising Policy enables a charity to express its values and ethos. Donations to charities should be accepted or rejected for proper, defined reasons.
- 1.2 This policy sets out our donor criteria for individuals, companies and grant giving bodies, and the process we follow to review funding opportunities, making our expectations clear to all our stakeholders.
- 1.3 The Charities Act 1992 states that Trustees can refuse donations if they are not in the best interests of the charity to accept. In deciding whether to accept or refuse a particular donation, the law requires Trustees to carefully consider, based on relevant law (including anti-money laundering legislation) and the evidence available to them, which course of action will be in the charity's best interests. The law allows practical and ethical factors to be considered where they are relevant to the charity's charitable objects. In exercising this power, the Trustees must not allow personal views or prejudices to affect their conduct and decisions

2. Our ethical fundraising guidelines

- 2.1 This policy sets out the criteria which must be considered when deciding whether Devon Mind should be involved in opportunities connected with accepting donations, grants, sponsorships, or other partnerships.
- 2.2 Devon Mind actively seeks opportunities to work with individuals and external organisations to achieve shared objectives. It is vital, however, that we act primarily to further our own objectives and we do not allow individuals and external organisations to bring our name into disrepute. Devon Mind, therefore, accepts financial support from, and works in partnership with individuals, companies, and grant-making trusts, on the following conditions:



- there will be a resultant benefit to the mental health of those we serve in Devon, either directly (for example, through the direct funding of support initiatives) or indirectly (for example, through campaigning and awareness raising),
- we are satisfied that neither the independence nor the integrity of Devon Mind would be compromised by accepting such support, and
- we are satisfied that any publicity that results from accepting such support will be beneficial to Devon Mind

3. Pharmaceutical companies

- 3.1 As outlined in our affiliation agreement with national Mind (registered charity no. 219830), Devon Mind will not accept donations from, or hold shares in, companies manufacturing pharmaceuticals, lest this compromise our position on the uses of medication. We are committed to retaining our independent stance in relation to the use of medication so that we can continue providing a voice for people with experience of mental health problems.
- 3.2 We may not accept sponsorship or donations from pharmaceutical companies for any charity-run events. Staff may attend conferences, seminars, or other events run by other organisations that are sponsored by pharmaceutical companies, provided they do not directly benefit financially from such attendance. This would prohibit the acceptance of fees and expenses to participate in such events. Devon Mind staff will not normally speak at events sponsored by pharmaceutical companies. However, the Chief Executive Officer (CEO) will review specific requests and may give dispensation to speak.
- 3.3 The definition of pharmaceutical manufacturers does not extend to retailers such as chemists who predominantly manufacture own-brand over-the-counter medication, unless they are significant manufacturers of pharmaceuticals associated with the treatment of mental health



problems. Companies who produce alternative remedies (for example, St John's Wort, vitamins, etc.) are also excluded from this policy.

- 3.4 Individuals who work for a pharmaceutical company will not be excluded from donating or taking part in events related to Devon Mind, as this would result in unfairly penalising individuals on the basis of where they work. However, they will be precluded from entering into match-funding arrangements with their organisation, as Devon Mind will not accept match-funds from pharmaceutical manufacturers.

4. Other ethical fundraising criteria

- 4.1 In addition to the above, the following criteria apply to all opportunities (including donations, grants, sponsorships, gifts of property, shares and other securities, pro bono work, and other partnerships or arrangements).

- 4.2 Devon Mind must refuse opportunities where:

- the donation comes from an individual or organisation which is in direct conflict with our mission, vision, and values, and could compromise who we are or what we do. Circumstances where this may apply include, but are not limited to:
 - companies that receive the majority of their funding from pharmaceutical companies,
 - companies that are known to discriminate against people with experience of mental health problems,
 - companies that promote gambling or risky behaviour around money,
 - tobacco companies,
 - alcohol companies,
 - weapons manufacturing companies,
 - weight loss and dieting companies,
 - individuals or organisations known to be associated with criminal sources, and
 - short-term loan providers and 'pay-day lenders'.



- it is believed that the cost to Devon Mind of accepting a donation or opportunity will be greater than the value of the donation or opportunity itself,
- the donation is deemed to come from a vulnerable person or a person in vulnerable circumstances,
- the donation is made with the intention of influencing Devon Mind with an explicit or implicit exchange for favours or benefits,
- the donation would help further a donor's personal or organisational objectives which conflict with those of Devon Mind,
- the donation, through either its magnitude or nature, will unduly restrict Devon Mind's ability to deliver, or to be seen to deliver, the full scope of our charitable endeavour, or
- it is considered that the opportunity may, in the opinion of Devon Mind, bring the organisation into disrepute or involve the organisation in controversy or publicity which would do meaningful damage to Devon Mind's reputation and standing.

5. Corporate partnerships

5.1 In general, we apply the following conditions to each of our corporate partnerships:

- participation in a specific corporate arrangement does not in any way imply Devon Mind's approval or endorsement of any corporate policies, nor does it imply that Devon Mind will advocate on behalf of any corporate entity,
- Devon Mind's name is not used in a manner that would express or imply our endorsement of the corporation or its policies,
- Devon Mind retains equal editorial control over any information produced as part of a corporate arrangement in which we are quoted, or our logo is displayed. In such cases, all materials in print, broadcast, or electronic media prepared by the corporate partner must be submitted to Devon Mind for approval in writing prior to release, and



- an up-front payment is not required to secure a partnership (although a nominal brand licence fee may be charged as part of the agreement).
- 5.2 Where appropriate, Devon Mind will provide recognition of corporate support in a communications plan agreed between both parties, and our key corporate partners will be disclosed in financial reporting.
- 5.3 For all partnerships, where any income exchanged is contingent on fulfilling specific conditions or benefits (such as use of Devon Mind's logo), a corporate partnership agreement, commercial participation agreement, or memorandum of understanding will be drawn up. All agreements will set out clearly the nature of the partnership and the obligations of each party.

6. Monitoring, audit, and review

- 6.1 The Chair of the Board of Trustees is responsible for managing this policy and overseeing its implementation. The CEO is responsible for implementing the policy within their areas of work, and for overseeing adherence by staff and volunteers. Every member of staff and volunteer should take personal responsibility for conforming to it.
- 6.2 It is the responsibility of the CEO to audit compliance with all policies as part of the organisation's normal audit cycle, and to undertake or direct remedial action as required.