

## **Fundraising Ethical Statement**

We will comply with the Fundraising Regulator's Code of Fundraising Practice and its associated Rulebooks for Street, Door and Private Site Fundraising. We will observe the principles of the Fundraising Regulator's Fundraising Promise to be open, honest, fair and legal. Guide Dogs is committed to its charitable aims and fundraises to provide services, conduct research and be the voice of people with a vision impairment.

With the exception of payments to professional fundraisers and commercial participators, we will not compensate, whether through commissions, finders' fees, or other means, any third party for directing a gift, support or a donor to the charity.

### **Supporters**

Guide Dogs respects the rights of its supporters to clear, truthful information on the work of Guide Dogs; to openly report how we spend donated and statutory monies and to manage donors' information responsibly.

We will comply with the Charity Commission and UK law in every respect, including those regarding openness and honesty with our supporters and members of the public.

We will respect the privacy and contact preferences of all donors and we will respond promptly to requests to cease contact.

We take all reasonable steps to protect vulnerable people. Any staff member or third-party agency who contacts supporters receives regular training on how they should address and deal with vulnerable people. Our safeguarding team listens to fundraising calls and takes follow-up action on any calls that raise concern.

### **Refusals**

We have a responsibility to raise funds/increase our reach, relevance and awareness in the interests of our charitable purpose. We will withdraw from any relationship, sponsorship or initiative which we believe to be against the interests of people with sight loss, or which prejudices our vision, independence or damages our reputation.

We will not undertake business with companies or individuals who participate in activities which could cause detriment to the charity's reputation; which will disproportionately decrease the amount of donations to further the work of the charity.

Given the complexity of corporate/external ownership and the varying degrees of potential relationships that we may develop with an external party, any decision to refuse a donation/support or engage in a fundraising activity or joint venture, will be taken on a case by case basis.

The responsibility of the judgement on whether Guide Dogs should refuse a donation lays first with our Ethics Panel, with referral to our Executive board and/or ultimately our Board of Trustees where needed.

Where we have accepted a donation from a donor (anonymous or not) in good faith but later learn that it contravened this statement, we will return the money, issue a statement and take any further action needed. The decision to return the money will be taken by the Ethics Panel, with referral to the Executive Board and/or the Board of Trustees where needed.

### **Commercial Partners**

Guide Dogs will not endorse products, treatments or companies without considering matters including the Bribery Act 2010 and the Modern Slavery Act 2015. Any conflicts in interest will be referred to the Ethics Panel in the first instance.

### **Use of Donations**

All donations will be used to further the life changing work that Guide Dogs undertakes.

With respect to anonymous gifts, Guide Dogs will restrict information about the external party to only those staff members with a valid business reason for knowing.

