

# Ethical Fundraising Policy

<b>Version Number:</b>	2	<b>Approval Date:</b>	April 2026
<b>Policy Review Frequency:</b>	Annually	<b>Next Review Date:</b>	April 2027
<b>Policy Last Updated:</b>	April 2026	<b>Published on Website:</b>	Yes
<b>Approving Board:</b>	Trustees		

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## Policy

HOPE UK raises funds for street-connected children in Kolkata, India. Children living on the streets in the city are exposed to physical and sexual abuse. Those who survive are often left to fend for themselves, with no promise of a safe future. Our fundraising goes directly to help these vulnerable children and their families in Kolkata through projects covering child protection, healthcare and nutrition, awareness and capacity building, education, emergency response, life skills and vocational training.

Our Ethical Fundraising Policy ensures we do not compromise our missions and values when raising funds. This policy governs our acceptance of funds where this could be unlawful; be contrary to our charitable objectives; have a detrimental impact on our beneficiaries; or where we have good reason to believe a supporter is in vulnerable circumstances and unable to make an informed decision. Potential detrimental impacts to the charity include reputational damage that may lead to a loss of support both in the short or long term and any financial consequences.

HOPE UK is committed to complying with all relevant fundraising regulation and guidance, including the Code of Fundraising Practice (effective November 2025). This policy should be read alongside the Code and supports HOPE UK's commitment to lawful, open, honest and respectful fundraising.

As a charity registered in Scotland, HOPE UK is regulated by the Office of the Scottish Charity Regulator (OSCR) and abides by the Scottish Fundraising Adjudication Panel (SFAP) Guarantee. It is the responsibility of our fundraising staff to have a thorough understanding and awareness of the ethical issues referred to in this policy which is aligned to our values and is integral to our fundraising approach.

## Our supporters

HOPE UK recognises the responsibility to our stakeholders and supporters to consider any ethical issues that may arise in working with or accepting funding from an organisation or individual and any associated risks.

We respect the rights of our supporters to have clear, transparent and truthful information on our work and for HOPE UK to openly report how we use donations and manage donors' information responsibly, observing the General Data Protection Regulations. We respect the privacy and contact preferences of all donors and will respond promptly to requests to update contact preferences and to any complaints remedying any shortcomings in our policy, procedures or practices.

## Our commitment to sustainability

Sustainability is integral to fundraising at HOPE UK. We strive for all our fundraising materials to be sustainably sourced and actively promote recycling at all our fundraising events. The significant majority of our fundraising communications are digital, and we aim to increase this further. Sustainability is considered in all fundraising ventures.

## Our acceptance criteria

We act lawfully and remain mindful of the need to consider our charity's best interests when deciding whether to accept or refuse donations. We will not accept funding from companies directly involved in activities that run contrary to our overall charitable objectives. In particular, we will not accept financial support or partnerships with companies involved with any of the following activities as they are evidenced as being inherently harmful to children and young adults:

- tobacco
- alcohol
- pornography
- arms manufacturing and export
- slavery or human trafficking

Other categories or donors may be declined on a case-by-case basis at HOPE UK's sole discretion and donations will not be accepted where:

- the donor is known to be associated with criminal sources and/or illegal activity
- accepting a donation may, in our view impact adversely on HOPE UK's reputation

HOPE UK takes particular care to protect supporters who may be in vulnerable circumstances. Fundraising staff and volunteers will be trained to recognise vulnerability and will respond sensitively and appropriately. Where there is reason to believe a supporter may be unable to make an informed decision, fundraising will cease and no donation will be accepted.

Additional checks will be made for unsolicited, unadvised or anonymous donations of significant amounts. A donation may be refused or returned if additional checks cannot provide enough assurance that the source complies with this policy. We reserve the right to refuse donations or terminate partnerships without reason being provided, where we consider the activities or the individual or organisation conflict with our goal of helping transform to the lives of street connected children in Kolkata. The responsibility of the judgement on whether HOPE UK should refuse a donation rests first with the fundraising staff and ultimately with the board of trustees.

We refer to the latest guidance provided by The Charity Commission:

[https://www.gov.uk/guidance/accepting-refusing-and-returning-donations-to-your-charity?dm\\_i=G8B,8KJ0Q,9YZB2,ZIOQU,1](https://www.gov.uk/guidance/accepting-refusing-and-returning-donations-to-your-charity?dm_i=G8B,8KJ0Q,9YZB2,ZIOQU,1)

## Corporate partnerships

HOPE UK's corporate partnerships provide much needed support to achieving our charitable aims and objectives. In addition to the refusal criteria the following criteria provide a route by which the fundraising staff of HOPE UK can review and assess donations:

- we will not promote any companies or brands by association knowingly linked to the harm or detriment of children and young adults
- we will not directly endorse products or services
- we will not allow access to our database, target groups and beneficiaries
- we will not make any payments to celebrity ambassadors or influencers to engage in corporate or personal brand activity

## Trusts and foundations

When accepting funding from trusts, foundations and similar bodies, we consider the policy implications and obligations that might be made contingent and ensure they do not contravene our aims or policies. We recognise that simply because charitable trusts and foundations have been registered with regulators, it does not mean that they are ethical givers. HOPE UK does not accept money from any charitable trust if it is a requirement of grant receipt to advertise or promote any company or organisation beyond acknowledging their support.

## Third-party fundraising

Where HOPE UK engages third-party fundraisers or fundraising platforms, we will ensure appropriate due diligence is undertaken prior to appointment. All third-party fundraisers will operate under written agreements that set out clear expectations, standards and compliance with the Code of Fundraising Practice.

HOPE UK remains responsible for the fundraising activities carried out on its behalf and will monitor third-party activity on an ongoing basis.

## Policy review

This policy is reviewed annually and is subject to approval by the board of trustees who are also responsible for overseeing compliance with it through observance and incident reporting.