

V-Aid (Victual Aid)

Ethical Fundraising Policy



**Ethical Fundraising Policy approved by
Trustees on 13/10/26**

The policy will be subject to an annual review.

Signed: *C. Lau* (Christin Lau on behalf of Trustees)

This policy sets out how we manage the ethical issues and social responsibility within fundraising.

Specifically, we aim at all times to be open, honest, fair and to operate in a legal way that meets not only the law, but also fundraising regulation and best practice, including the [Code of Fundraising Practice](#).

Everyone who is involved in fundraising has a responsibility to be aware of and comply with the ethical issues and procedures in this policy.

People and Organisations

Trustees

The trustees are responsible for overseeing V-Aid's fundraising and ensuring it is carried out in the charity's best interests, with appropriate regard to legal and regulatory requirements, conflicts of interest and relevant Charity Commission guidance. We will always be honest about what we can achieve when asking for funds, submit realistic budgets, use the funds for the purpose intended and ensure that we provide any reports required, on time.

We will ensure that everyone is aware of and consistently complies with the [regulatory guidance on fundraising behaviours](#) and respond promptly and effectively to any [fundraising complaints](#).

Supporters

Supporters have a right to expect us to provide clear, truthful information on our work, including reporting on how we spend the funding we are given and managing donors' information responsibly.

We will comply with the guidance issued by the Charity Regulators and UK law, including in respect of openness and honesty with our supporters and members of the public.

We will respect the privacy and contact preferences of our donors. We will respond promptly to requests to cease contacts or complaints and act to address their causes.

Beneficiaries

V-Aid will aim to represent beneficiaries and participants respectfully and with dignity in its communications. Personal information, photographs and stories will only be used where there is an appropriate lawful basis and with particular care where children, adults at risk or other potentially vulnerable people are involved. V-Aid will take reasonable steps to avoid publishing information that could place an individual at risk.

Bullying And Abuse

The trustees have zero tolerance for abuse, including discrimination, bullying and sexual harassment, not only for fundraising staff and volunteers, but for anyone who is involved with our charity. We will maintain a culture of respect and equality, will ensure that there are processes to raise concerns that everyone is aware of and is confident to use and we will deal with any allegations of abuse promptly, sensitively and in accordance with employment and any other laws.

Vulnerable Individuals

V-Aid will take reasonable care when communicating with potential or existing donors who may be vulnerable or may have difficulty making an informed decision. Fundraising should never place undue pressure on an individual. Where there are concerns about a person's ability to understand or freely make a donation, V-Aid will take an appropriate and proportionate approach, which may include pausing or declining the donation.

Commercial Partners

V-Aid will consider proposed commercial partnerships on a proportionate, risk-based basis. Any partnership should be compatible with V-Aid's charitable purposes and be in the charity's best interests. Where appropriate, V-Aid will consider the benefits, expectations, financial arrangements and any significant legal, reputational or operational risks before entering into an agreement. Where appropriate or required, V-Aid will provide information about significant commercial partnerships through its reporting and governance arrangements.

Statutory Authorities

They will also be mindful of [RR7 - Independence of Charities from the State](#). In particular, they will ensure that they remain independent and that any funding provided does not discharge the statutory duties of the State.

Systems and Procedures

Donations

If supporters wish their donation(s) to be used in a specific way, or for a specific purpose, they may make a restricted donation by providing written instructions with their donation. We will always respect this.

Refusals

We abide by the law which requires us, in deciding whether to accept or refuse a donation, to consider which action is in the charity's best overall interest. We have adopted a Refusals & Acceptance of Donations policy, which covers this in detail.

Due Diligence

V-Aid will take a proportionate, risk-based approach to due diligence on donations and donors where appropriate. This may include considering the source and nature of a donation, any significant legal or reputational risks, large or unusual gifts, anonymous

donations and donations involving vulnerable individuals. Decisions will be made in the best interests of V-Aid and in line with our Due Diligence Policy.