BMS Ethical fundraising policy

This policy sets out the guidelines for raising financial support and accepting donations for BMS World Mission, to ensure that these activities are carried out in an open, responsible, accountable and ethical way.

1 Donors

BMS will treat its donors with respect, recognising their partnership role in achieving BMS mission activities.

Donors are entitled to know how BMS spends the money given. Timely information will be provided on how contributions are used honouring donor wishes. An annual statement of accounts will be published and additional requests for information are welcomed.

Donors’ details will be held securely and confidentially by BMS and will not be passed on to third parties.

2 Fundraising Regulator registration

BMS is registered with the Fundraising Regulator and as such:

- Fully endorses the Fundraising Regulator promise (Appendix 3)
- Pledges to raise funds in accordance with the Code of Fundraising Practice
- Has drawn up a Complaints Procedure (Appendix 3ii) which is published on the BMS website. Any complaints relating to fundraising should be referred to the Funding Team Leader.

3 Acceptance or Refusal of donations

It is the responsibility of those supporting the fundraising function within BMS to maximise income in order to support BMS mission activities. However, donations will be refused if:

a) There are strong reasons to believe that the money is associated with criminal sources
b) The reason for which the money is given is either opposed to BMS charitable objectives or cannot be used by BMS for the purpose given

c) Acceptance of the donation would not be in the best interests of the charity. For example, if a donation were made by a company or organisation whose objects were contrary to those of BMS. A donation may be refused if there were strong reasons to believe that, by accepting the donation, the reputation of BMS would be harmed and lead to a decline in support, which in turn would lead to a fall in resources available to beneficiaries.

March 2018
4 Process for handling donations

When accepting donations, BMS complies with relevant legislation including money laundering rules, the Bribery Act and Charity Commission guidance. Day to day responsibility for the acceptance of donations lies with the Funding Team Leader who may refer certain decisions to the Director of Communications who may, in the case of doubt, refer to the General Director. In cases of potential serious implications for BMS, the issue may be referred to the BMS Board of Trustees, which has ultimate responsibility for the acceptance of donations, and advice may be sought from the Charity Commission.

Donations are received and acknowledgement receipts sent out by the Supporters Services Team within the Finance and Corporate Services department. If the team has any doubts about accepting a gift, they should contact the Finance Manager and Funding Team Leader. All gifts from individuals of £5,000 and above should be referred to the Funding Team Leader.

5 Use of donations

Whenever possible, BMS will appeal for unrestricted gifts ie donations that can be used to support any area of BMS activity. When a gift is given exclusively for a specific purpose, that gift will be treated as restricted giving and will be accounted for separately.

Donations will be used for the purpose given. If BMS cannot use the donation for the purpose given, BMS will contact the donor to request permission to use the donation for a different purpose. If permission is not given, the donation will be returned to the donor.

BMS is committed to keeping administration costs to a minimum, in order to maximise resources for BMS mission activities. The cost of fundraising activities will be carefully monitored to ensure these produce a good return on investment.

6 Fundraising material

In producing fundraising and other promotional material, BMS will ensure that:

- The stories featured are real-life stories which are accurate and do not exaggerate the claims made
- The images used to illustrate stories will give a realistic portrayal of the situation and respect the dignity of individuals featured in the images

June 2018
Our fundraising promise

This promise outlines the commitment made to donors and the public by fundraising organisations which register with the Fundraising Regulator. Those who register with the regulator agree to ensure their fundraising is legal, open, honest and respectful.

The standards for fundraising are set out in the Code of Fundraising Practice.

WE WILL COMMIT TO HIGH STANDARDS

• We will adhere to the Fundraising Code of Practice.
• We will monitor fundraisers, volunteers and third parties working with us to raise funds, to ensure that they comply with the Code of Fundraising Practice and with this Promise.
• We will comply with the law as it applies to charities and fundraising.
• We will display the Fundraising Regulator badge on our fundraising material to show we are committed to good practice.

WE WILL BE CLEAR, HONEST AND OPEN

• We will tell the truth and we will not exaggerate.
• We will do what we say we are going to do with donations we receive.
• We will be clear about who we are and what we do.
• We will give a clear explanation of how you can make a gift and change a regular donation.
• Where we ask a third party to fundraise on our behalf, we will make this relationship and the financial arrangement transparent.
• We will be able to explain our fundraising costs and show how they are in the best interests of our cause if challenged.
• We will ensure our complaints process is clear and easily accessible.
• We will provide clear and evidence based reasons for our decisions on complaints.

WE WILL BE RESPECTFUL

• We will respect your rights and privacy.
• We will not put undue pressure on you to make a gift. If you do not want to give or wish to cease giving, we will respect your decision.
• We will have a procedure for dealing with people in vulnerable circumstances and it will be available on request.
• Where the law requires, we will get your consent before we contact you to fundraise.
• If you tell us that you don’t want us to contact you in a particular way we will not do so. We will work with the Telephone, Mail and Fundraising Preference Services to ensure that those who choose not to receive specific types of communication don’t have to.
WE WILL BE FAIR AND REASONABLE

- We will treat donors and the public fairly, showing sensitivity and adapting our approach depending on your needs.
- We will take care not to use any images or words that intentionally cause distress or anxiety.
- We will take care not to cause nuisance or disruption to the public.

WE WILL BE ACCOUNTABLE AND RESPONSIBLE

- We will manage our resources responsibly and consider the impact of our fundraising on our donors, supporters and the wider public.
- If you are unhappy with anything we’ve done whilst fundraising, you can contact us to make a complaint. We will listen to feedback and respond appropriately to compliments and criticism we receive.
- We will have a complaints procedure, a copy of which will be available on our website or available on request.
- Our complaints procedure will let you know how to contact the Fundraising Regulator in the event that you feel our response is unsatisfactory.
- We will monitor and record the number of complaints we receive each year and share this data with the Fundraising Regulator on request.
BMS Fundraising Complaints Procedure

We at BMS World Mission welcome feedback on how we can improve our fundraising procedures and take any complaints very seriously.

A complaint can be made to us by email, phone or letter as follows:

- Email supportercare@bmsworldmission.org
- Phone 01235 517611
- Write to: Funding Team Leader, BMS World Mission, PO Box 49, Didcot, OX11 8XA.

If we receive a complaint, we will take the following action:

**Stage 1 – Internal investigation**

A complaint to BMS must be made within 12 weeks of the fundraising incident or communication of which the complaint is made.

We will acknowledge the complaint in writing within 14 working days and we will try to resolve the complaint as quickly as possible. The complaint will be investigated by the Funding Team Leader, in consultation with the Director of Communications or, in their absence, with another Director.

We will advise the complainant of the outcome of this investigation in writing within 28 days of acknowledging receipt of the complaint. In some cases, we may need more than 28 days to investigate and resolve the complaint. In these circumstances, we will set out the reason for the delay and provide a deadline for resolution.

If after 28 days following the complaint, the matter has not been addressed or the complainant does not feel that their concerns have been resolved satisfactorily by BMS, the complainant can refer their concerns to the Fundraising Regulator and should do this within two calendar months from the date of BMS’ response to the complaint. We will let the complainant know how to contact the Fundraising Regulator.

BMS will keep records of your complaint and details for 24 months from the date on which the complaint was made, except where data protection law requires that the information must be removed (for example, if you request that your information is removed).

**Stage 2 – Fundraising Regulator**

The Fundraising Regulator (FR) is an independent non-statutory body that enforces the Code of Fundraising Practice across the UK, and seeks to resolve and adjudicate on issues that may arise between members of the public and fundraising organisations.

The FR will normally only investigate a complaint after we have conducted our internal investigation. The FR will contact us for information and its staff will carry out their own investigation. BMS will co-operate with them fully.

The FR has the discretion to specify that no further action is appropriate or to prescribe a certain action in response to the complaint. As a charity registered with the FR, BMS is committed to follow the Code of Fundraising Practice, as set out by the FR, and will comply with any remedy proposed by the FR.

June 2017