



**Yorkshire**  
Wildlife Trust

## **Ethical Fundraising Policy**

Yorkshire Wildlife Trust (YWT) Ethical Fundraising Policy is designed as a checking tool to ensure that the needs of the organisation are balanced against its values and principles, and to protect the organisation from financial or reputational risk. The Policy broadly defines a set of principles that can be used internally to adopt an ethical approach and response to fundraising and partnership opportunities.

Before working with any individual, company, or organisation, Yorkshire Wildlife Trust will take best endeavours to satisfy itself that a relationship is designed and developed in accordance with these principles. The principles will apply to all fundraising donors, partnerships and donations including; cash, gifts in kind, assets and pro bono work; and will be made available to any donor, partner or prospective donor on request.

We will periodically evaluate our fundraising activities and check they are in line with the policy, and it is every staff member's responsibility to observe and implement this approach to fundraising on a continuous basis.

### **Our values**

All aspects of our work are informed by difference and diversity and are underpinned by a core set of values: Courage, Responsibility, Integrity, Trust, Respect.

### **Funding**

Yorkshire Wildlife Trust will proactively direct fundraising efforts towards companies, organisations, partnerships and individuals whose work is in alignment with our values and aims, and where these prospective supporters can demonstrate a positive environmental, social or cultural impact that contributes to a positive net gain for wildlife or wild places in Yorkshire. We will work to be increasingly proactive over time in identifying how best to direct our fundraising efforts in these ways.

Yorkshire Wildlife Trust are open to working with prospective donors and funders where a journey towards positive behaviour change in favour of wildlife and the environment can be demonstrated and by working together the outcomes significantly mitigate against any risk associated with a potential donor or funder relationship.

Yorkshire Wildlife Trust will not knowingly apply to, accept funding from or engage with companies, organisations, partnerships or individuals whose primary objectives or activities are clearly incompatible with our vision, values and charitable purposes.

### **Implementation**

We will use our best efforts to appropriately assess each situation on a case-by-case basis, and work to the best of the available knowledge and our understanding. Our research may be informed by campaigns and current affairs which are in place. Where appropriate, we will share this policy with the relevant companies, organisations or individuals.



# Yorkshire Wildlife Trust

Yorkshire Wildlife Trust is likely to receive funding from statutory bodies and charitable trusts and foundations. We accept this funding because it is intended to promote work that contributes to our aims and because it is necessary for our operations. We recognise, however, that statutory bodies are not necessarily ethical just by virtue of being statutory bodies. In recognition of this, we attempt to promote good practice by disseminating our methods and where appropriate we will ask for ethical policies from the bodies we are involved with.

We recognise that occasionally Trusts and Foundations are set up with the express purpose of making an otherwise unethical company seem more ethical and responsible through positive advertising: this is occasionally referred to as greenwashing which is the practice of deceiving audiences by making it appear as if efforts to protect the environment are sincere when in fact efforts are nominal or just marketing spin). Under such circumstances, the guiding principle of this policy prevails: in general, we would not knowingly accept money from a charitable trust whose activities run contrary to our aims, or whose controlling, holding or founding company's activities run contrary to our aims. An exception to this might be a Trust that we consider to be making a genuine effort to re-adjust its operations in line with the principles outlined in this policy.

## **Donations**

Yorkshire Wildlife Trust recognises that it would be time consuming and potentially counterproductive to assess every donation it receives against the terms of this policy, whether from individuals or organisations. In this context: we have concluded that donations at £5,000 or above as a single gift or accumulated gift, in any one year should be subject to the scrutiny outlined in this policy, including donations which are credited anonymously.

We will endeavour to develop good relationships and understanding between ourselves and such donors and ensure that actual and prospective donors are aware of our values and this policy.

We acknowledge the complications and challenges around identifying the sources and public perceptions of private resources, and where appropriate will be informed by the [Institute of Fundraising, 'Donation Acceptance and Refusal: Policies and Processes Guidance'](#)<sup>1</sup>.

## **Partnerships/Associations**

Yorkshire Wildlife Trust aims to work in partnership or association with individuals and organisations that are working with the same or similar values. It also aims to work with individuals and organisations who may have not considered the issues raised in this document, but who are willing to listen and possibly change their practices and behaviour through dialogue with YWT.

YWT will not work in partnership or association with any individual or organisation, either company, statutory, voluntary or community-based, whose primary activities are directly contrary to our aims. In this context, partnership and association means any work that YWT undertakes whereby the responsibility for the end result of that work is jointly owned between YWT and another individual or group.



# Yorkshire Wildlife Trust

YWT recognises that its partners and associates (including higher education organisations, and other Wildlife Trusts) may receive funding from organisations or individuals whose activities run contrary to our own charitable aims. In such circumstances:

- YWT will share this policy with its partner/associate and strive to ensure that the partnership or association is not directly related to, or publicly associated with, the partner's funding or funded activities -- this relates to the content of both YWT and its partner/associate's publicity
- YWT will not directly or indirectly publicise, credit or endorse its partner/associate's funder; nor allow that funder to associate themselves with YWT in any way without our express permission
- Where appropriate, YWT will incorporate the principles of this Policy into contracts and /or agreements with partners and associates
- Where appropriate, YWT may raise and discuss these issues internally with its partner and/or associates.

## **Expenditures, banking, pensions and investments**

Yorkshire Wildlife Trust strives to commit its expenditures towards companies and individuals who are in alignment with or support our values. YWT also monitors, and where appropriate is in dialogue with, the financial institutions it banks and invests with, to ensure that the Trust's financial resources are entrusted to institutions who operate to and promote ethical standards.

For further information please refer to the Environmental and Procurement Policies.

## **Implementing this Policy**

Yorkshire Wildlife Trust will not be influenced by any individual, company or group in the delivery of its mission and will retain our independence at all times. The Trust will take all necessary steps to ensure there is no conflict of interest between its staff and volunteers and any individual, company or organisation.

The Senior Leadership Team at Yorkshire Wildlife Trust will use their best efforts to effectively implement this policy across Yorkshire Wildlife Trust activity as they direct YWT activities. In exceptional circumstances, any issues of concern or contention may be referred to YWT'S Board of Trustees for consideration and decision-making.

Yorkshire Wildlife Trust will strive to stay at the forefront of public debates around ethical standards, and ensure its policy is updated to reflect any shifting ground on those issues. The above statements of principle are meant as a working guide to assist in making informed decisions about our fundraising and funding activity.

## **Reference sources:**

<sup>1</sup>[Chartered Institute of Fundraising - Accepting, refusing and returning donations \(ciof.org.uk\)](https://www.ciof.org.uk)

<sup>2</sup>[Charity Commission Compliance Toolkit Ch.2](#)