

Dame Hannahs - Fundraising Department

What are the rules and how our fundraising regulated?

There is a combination of statutory and industry rules to follow when fundraising and these are set out in full within the Code of Fundraising Practice with the Fundraising regulator which Dame Hannahs follow and we are a member of.

While there are detailed rules to follow for each area of fundraising, it helps to remember that these rules are based on five simple principles. Good fundraising should always be legal, open, honest, respectful and accountable.

Put into practice, this means:

Being clear and truthful

We make it very clear that we are raising money for the Dame Hannah Rogers Trust and this will usually say if it is a general fundraising ask or if the fundraising relates to a particular project or campaign.

A general ask will mean that the money is used for any aspect of the day to day running of Dame Hannahs. If the fundraising is a specific ask it means that we will be raising this particular fundraising event or appeal to go towards a bigger project. This could be as an example for specific piece of equipment (Wheelchair, iPad, Sensory Items etc), a particular project of activities (Sensory Garden, Therapies) or maybe a capital project (Building Refurbishments or Modernisation).

Honouring our promises to supporters

If money is raised for a specific purpose, we use it for that purpose and we designate those funds. We think carefully about what you will do if we raise more money than expected or if we fail to achieve your fundraising goals.

If we exceed a target then we will either use those excess funds for our general charity work or we will put it towards another item of the same that we were fundraising for or towards another item which meets the same criteria. For example if we were raising money for an iPad and we exceed we would either put this towards another iPad, maybe some iPad accessories or for general use.

If in the event that our fundraising efforts do not reach the required level to meet our fundraising goal we will in the first instance try to continue our fundraising efforts until we make the goal. If this is not possible or we have exhausted all of our fundraising routes then we will use those funds to go towards something of the same description. An example could be excess funds for a Wheelchair Bike being used for other accessible transport or costs towards our existing accessible transport. For a sensory item we could look for other cheaper sensory items. We do this all on a case by case basis depending on funds raised, those left to raise. We will where necessary inform donors of the change in this.

Treating the public fairly and with respect

We believe that fundraising should always be a positive experience; an action that enables the public to engage with and support Dame Hannahs as we matter to them. So we always treat the public fairly and with respect, and take care never to pressurise anyone into giving, particularly those who may be considered vulnerable.

We follow the guidance produced by the Institute of Fundraising on this matter

Handling donations safely and securely

We handle all of our donations safe and securely. This is important to protect Dame Hannahs from fraud, theft or embezzlement and to assure donors that their donations and gifts are used for the purpose for which they were given. There are specific laws for how to manage public collections, bank transactions and the signatories required to access charity bank accounts. We also carefully consider expenditure, ensuring that fundraising costs are proportionate.

We also follow the guidance produced from the IoF for Handling of Cash and Other Donations and Acceptance and Refusal of Donations guidance.

Taking responsibility for our fundraising

We carefully consider our fundraising decisions, ensuring that we have the right approvals internally and act in line with Dame Hannahs values and policies. By doing this we are willing to stand up for our fundraising decisions and, if something does go wrong or a complaint is received, we make sure we handle any concerns promptly and sensitively.