

Scouts Scotland Fundraising Charter

This acts as a summary statement of our fundraising principles and methods, will sit on the website and is available for any enquiries.

Anyone who is kind enough to consider supporting Scouts Scotland can be assured that:

- We do not sell or share supporter data beyond Scouts
- We do not undertake any paid door-to-door fundraising activities
- We do not ask for direct debits on the street
- We do not 'cold-call' people for fundraising purposes
- We only phone people with whom we have an existing relationship or who have already given us permission to contact them
- Every communication from Scouts Scotland to the members of the public will always include information on how to opt out from future communications
- We always stop direct debits or standing orders received from donors if family or friends advise that the donor is vulnerable in some way
- We always abide by the Institute of Fundraising Code of Fundraising Practice
- We will keep our fundraising practices under review and we will work with others with the aim of improving practice across the charity sector.

We hugely value the kind support we receive from members and supporters and we take all feedback seriously. We encourage supporters to share feedback with us so we can address any enquiries and concerns.

Scouts Scotland is a member of the Institute of Fundraising. We abide by the IOF Codes of Practice to ensure that all our activities are open and fair, honest and legal.

Our Head of Fundraising is a professionally qualified member of the IOF and our administration and finance staff have completed the IOF Introduction to Fundraising Certificate.

Scouts Scotland Fundraising Policy

This policy sets out the methods by which Scouts Scotland will raise voluntary income. It sets out our fundraising principles and methods, will sit on the website and is available for any enquiries.

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Scouts Scotland

We are Scotland's largest co-educational youth movement, offering almost 40,000 young people across the country fun, friendship, and life changing adventure.

Our amazing volunteers offer young people between the ages of 6 to 25 (both male and female) challenging and fun activities and experiences that they just wouldn't get anywhere else. Our youth members are encouraged to learn new skills, make new friends, gain confidence, reach their full potential, and make a positive impact in our local, national, and international communities.

Scouts Scotland is shaped by young people in partnership with adults. We empower our youth members to be actively involved in every aspect of Scouting, which allows us to continue to grow and meet the needs of young people right here in Scotland.

Scouts Scotland helps children and young adults reach their full potential. Scouts develop skills including teamwork, time management, leadership, initiative, planning,

communication, self-motivation, cultural awareness and commitment. We help young people to get jobs, save lives and even change the world.

Scouts Scotland aims to develop a broader base of funding sources, to reduce dependence on membership subscription income and to ensure that capital and revenue funding is sufficient to meet core operation, maintenance and development needs.

The purpose of this policy is to ensure clarity and openness to all our stakeholders.

1. Responsible Fundraising

Scouts Scotland actively seeks to work together with external organisations and individuals to achieve shared objectives. However, it is vital that we maintain our independence and do not allow any external partnership to bring the reputation of Scouts Scotland into disrepute.

Scouts Scotland's six key principles of responsible fundraising:

1. We have honest relationships with our donors.
2. We retain our independence and avoid over reliance on one or more key donors.
3. We have good processes for making decisions about who we accept money from.
4. We seek to be as cost effective as possible in developing sustainable fundraising income streams.
5. We will adhere to all Institute of Fundraising Codes of Practice to ensure best practice, and we will always conform to the highest legal standards available to ensure transparency and accountability.
6. We will ensure our fundraising activities are in line with our organisational policies.

2. Trusts and Foundations

It shall be the responsibility of the Head of Fundraising to coordinate the development and solicitation of charitable trusts and foundations. All enquiries and information on potential applications and projects should be provided to the Head of Fundraising at the earliest opportunity.

3. Community Fundraising

Community Fundraising is in its infancy at Scouts Scotland. Enquiries on community fundraising activities, public and static collections, including third party events, Scouts Scotland led fundraising events should be raised with the Head of Fundraising to ensure that these activities comply with Institute of Fundraising Codes of Practice.

3.1 Third Party Fundraising Events

Scouts Scotland will always have an agreement with the fundraising event organiser allocating specific responsibilities and risk. This will include venue specific risk assessments and fire evacuation plans etc.

A volunteer acting in aid of Scouts Scotland is raising funds, but acting independently, and are therefore responsible for all legal requirements. Scouts Scotland will often not know about the volunteer's acts. The Standards below apply when Scouts Scotland has been made aware of the event:

- a) If an individual or group contacts Scouts Scotland in order to put on a third party event to raise funds for Scouts Scotland there will be clear identification of the body responsible for the event and that the event is "in aid of" and that Scouts Scotland will not accept any responsibility or liability for these events.
- b) Scouts Scotland will make it clear to the individual or group that that it is their responsibility to organise all aspects of the event.
- c) Scouts Scotland will ensure that there are proper arrangements in places for monies to be transferred to the charity quickly and efficiently.
- d) If a volunteer is acting 'on behalf of', they will have been appointed by Scouts Scotland to act on our behalf and Scouts Scotland will be responsible for his or her acts. An 'on behalf of' relationship offers volunteers more support from Scouts Scotland. From Scouts Scotland's perspective, it offers more control over a volunteer's activities but also responsibility for acts carried out by the volunteers as an agent of Scouts Scotland.

4. Corporate Fundraising

Scouts Scotland will carry out a process of due diligence, proportionate to the scale of the relationship, before engaging in a partnership.

Scouts Scotland will ensure there are no conflicts of interest, potential conflicts of interests relating to the partnership.

Once a corporate fundraising partnership is agreed then Scouts Scotland will always follow the Institute of Fundraising Code of Practice and ensure that:

- a) If the arrangement is such that a corporate partner falls within the definition of a "commercial participator" then Scouts Scotland will ensure that a written agreement

is created detailing the benefit and fundraising target agreements that have been agreed.

- b) A statement will be included in all promotional material highlighting the Commercial Participator Agreement (CPA) and benefits that Scouts Scotland are to receive.
- c) The agreement will be considered, negotiated and agreed by authorised representatives of both parties before commencement.
- d) Review procedures will appear in the agreement and Scouts Scotland will consider performance at these reviews and decide whether further action is appropriate (such as invoking penalty clauses or reviewing the agreement).

5. Individual Giving

Individual Giving is in its infancy at Scouts Scotland. We proposed to develop our processes and procedures as below:

5.1 Committed donors

Scouts Scotland arranges to collect regular donations at the rate and amount specified by the donor. These donations are collected by direct debit using Charity Checkout and Scouts Scotland abides by the terms of the Direct Debit Guarantee. All transfers of data between Scouts Scotland and Charity Checkout are encrypted for security by SSL.

Regular care mailings – at least 2 per year – will be sent to donors to provide an update on our work and thank them for their support, unless they have requested no contact.

5.2 Payroll Giving

Scouts Scotland may develop a Payroll Giving scheme and will abide by the Institute of Fundraising's Codes of Practice on payroll giving.

5.3 Gift Aid

Fundraising maximises the value of gifts by promoting Gift Aid to donors where appropriate. Gift Aid Declarations will be sent to (to be inserted – process currently being set up) regularly who will provide regular reports on validity to ensure that we adhere to HMRC's regulations. All data transfers between Scouts Scotland and (to be inserted – process currently being set up) **will** be encrypted for security. Scouts Scotland will make an annual Gift Aid claim for the previous year and the Head of Support Services is authorised by Scouts Scotland and HMRC to submit this.

5.4 Appeal donors

We will develop a database of donors who request to be on our appeals mailing list, or who have shown support for Scouts Scotland will receive seasonal appeal communications from

Fundraising. These communications will contain the option to make a donation or become a committed donor. A data protection statement will be included

5.5 Appeal Printing and Fulfilment

Whilst in its infancy appeals printing and fulfilment will be carried out in house. However, as this income stream grows it will become more cost-effective to use a fulfilment house. All transfers of data between Scouts Scotland and the fulfilment company will be encrypted for security.

5.6 Data Protection

Scouts Scotland complies with legislation under the Data Protection Act 1998 and we will not swap, share, rent, buy or sell data with any other organisation.

5.7 Data Protection Statement

Scouts Scotland includes a Data Protection Statement in all communications with donors. The wording and appearance of this will adhere to the highest specification required by current fundraising legislation.

5.8 Returned Mail/Communications

Any communications returned is actioned on receipt – provided there is resource available and dependent on volumes – to prevent future mailing/communications being issued. This is particularly important to avoid any distress where there has been a death. Etap will be updated immediately.

5.9 Attracting New Donors

It is important for Scouts Scotland to look at cost-effective ways to attract new donors to support the charity. However, it is the policy of Scouts Scotland not to engage in paid house-to-house collections, street fundraising commonly known as 'chugging' or telephone fundraising and to adhere to the Institute of Fundraising Codes of Practice.

6. Restricted Donations

Where a gift is received with a request or wish on usage, Scouts Scotland will consider if it is possible to comply with the donor's wishes in the implementation of our Strategic Plan and carry this out if possible. If Scouts Scotland is unable to fulfil the restriction the Scouts Scotland will discuss the matter with the donor to see if agreement can be reached on an alternative use for the donation.

7. Online and Text Giving

Donors are able to donate by whichever method suits them best. For that reason, Scouts Scotland provides the facility to donate on line via or by text via Charity Checkout. Protected reports are received from these service providers and donor's details provided where appropriate.

8. Legacy Fundraising

8.1 Legacy Administration

Scouts Scotland follows best practice charity legacy administration as recommended by the Institute of Legacy Management and we optimise the benefit of residuary legacy gifts to Scouts Scotland (e.g. request R185 form from the executor/solicitor to claim back tax deducted at source; request executor/solicitor to appropriate property or shares to negate Capital Gains Tax on an estate).

Financial decisions which affect the value of estate assets where Scouts Scotland has an interest (such as property sales and making ex-gratia payments) are referred to the Head of Support Services and non-routine or complex legal situations are referred to a solicitor for guidance. The Treasurer/Head of Support Services will provide Scouts Scotland's strategic direction to the Head of Fundraising on the sale or transfer of stocks/shares to Scouts Scotland.

When money is received, this is processed by the Head of Fundraising. The Head of Fundraising has the delegated authority to acknowledge legacy payments to solicitors or executors where the Treasurer's signature is requested. Hard copies of all legacy files are kept for annual audit and older files are sent for storage. E-copies of all files are back up on our information management service (E-Tap).

Scouts Scotland respects the legator's (or their estate's) wishes about public recognition of any legacy gift and where case studies are sought, permission would always be obtained from the next of kin.

8.2 Conditional/Restricted Legacies

Where a legacy is left with a request or wish on usage, Scouts Scotland will consider if it is possible to comply with the legator's wishes in the implementation of our Strategic Plan and carry this out where possible.

If a legacy is left on condition or subject to a binding obligation (restriction) that it must be used for a particular purpose or project, Scouts Scotland will follow the restriction outlined. If Scouts Scotland is unable to fulfil the restriction, then Scouts Scotland will discuss the matter with the administrator/executor (before accepting the legacy if possible).

If a legacy is left for a specific purpose but the purpose has been fulfilled or otherwise provided for, can no longer be given effect to, has ceased to be charitable, has ceased to be suitable and effective usage of funds or does not provide a use for all of the funds, Scouts Scotland will apply to OSCR to reorganise the restricted fund in order to allow the restricted fund to be used to better effect in a way that is consistent with Scouts Scotland's constitution.

8.3 Legacy Compliance

Scouts Scotland operates within the Institute of Fundraising's Guidance for Legacy Fundraising in communicating the charity's need for legacies. In particular:

- a) We will respect a prospective legator's dignity and privacy; the potential legator's freedom to provide for their family, friends and others; and consider the sensitivities of any potential legator and his/her family and friends.
- b) Scouts Scotland respects the wishes of a legator who has made a bequest to Scouts Scotland and any ongoing contact, such as direct mail, will be made in accordance with their wishes.
- c) Scouts Scotland will not provide any legal advice; or be involved in drafting a will where the charity is a beneficiary or be present during the preparation, drafting and signing of a will.

In addition:

- d) Scouts Scotland will not provide 'suggested wording' for a will or pro-forma codicils to a prospective legator; Scouts Scotland will provide the charity number, charity name and address to enable a potential legator to leave a bequest to Scouts Scotland.
- e) All communications with prospective legators will include the inclusion of a Data Protection statement to allow the recipient to opt out of any future communications.

9. Gift Acceptance Criteria

When deciding whether to accept any particular donation, the Chief Executive and the Trustees have a duty to demonstrate to OSCR, The Scottish Charity Regulator that they have acted in the best interests of the charity and that association with any particular donor does not compromise Scouts Scotland's position, harm our reputation or put future funding at risk.

In this regard the main criteria for accepting partnerships/donations will be whether there are strong grounds for believing that it will result in benefits to Scouting in Scotland.

Scouts Scotland will not accept funding where the donation:

- a) Was known to be directly associated with criminal sources.
- b) Would help further a donor's personal or business objectives which conflict with those of Scouts Scotland
- c) Would lead to a possible decline in support for Scouts Scotland, and so risk a decline in the resources available to fund our work.
- d) Would otherwise significantly damage our reputation.

10. Donation Acknowledgement and Receipt

All gifts should be processed through the donor database (E-tap) in order to ensure that all fundraising best practice requirements are met.

11. Donations received via National Activity Centres or Scouts Scotland staff members

If donations are made to Scouts Scotland staff members or at National Activity Centres the appropriate banking procedure must be followed.

All donations received by Scouts Scotland staff shall be forward to the Support Services team at SHQ who will record and acknowledge the donation within 2 working days of receipt, except however during high response period when acknowledgement must be sent within 5 working days. Details should include name, address including full postcode, the donation amount and where possible best practice would be for the donor to complete a donation form. This information will be recorded on Etap.

Full details of the donation should then be forwarded to the Head of Fundraising within 7 working days of receipt.

Donations can be classified in two general categories – unrestricted and restricted and in various sub-categories (according to funds).

Unrestricted donations are made in general support of the work of the Charity with no other stipulations on the part of the donor. This form of support is to be encouraged at all times.

Restricted donations bear stipulations by the donor. In some cases, restrictions may be set by the Charity, as in the case of unrestricted bequests being placed in endowment.

Restricted donations are directed to specific funds in order to fulfil the intent of the donor.

12. Gift Avoidance Criteria

There may be industries, organisations, companies and individuals where serious issues will need to be considered and for these we adopt a risk management approach, with a decision being made by Senior Management or our Board of Trustees.

13. Cause Related Marketing, Affinity Marketing and Product/Service Endorsement

- a) Scouts Scotland will always ensure that our corporate partners complete and adhere to a Commercial Participator Agreement. A statement to this effect will be included alongside any branding or association with products.
- b) Only Scouts Scotland will have direct access to our database and our beneficiaries.
- c) In order to ensure that all of our cause-related promotion reflects our charity's values any potential initiative will be approved by the Chief Executive or Board of Trustees.

14. Complaints

Scouts Scotland are committed to best practice and we take all complaints seriously. We are organisational members of the Institute of Fundraising. As a member we are committed to the highest standards in fundraising. We follow the Institute of Fundraising's Codes of Fundraising Practice. These codes set the standards for fundraising activity throughout the UK.

We will treat all complaints seriously. We will treat complainants politely, fairly and respect their confidence.

14.1 Complaints Process

First Stage

If a complaint is made by telephone, we should be able to resolve it during the call. If this is not possible we will let the person know how long it will take to resolve.

If the complaint is made by email or post, we will resolve it or acknowledge receipt of it within 7 working days. If the complaint is more complex, we will contact the complainant again with a resolution within 10 working days of receipt.

Second Stage

Hopefully the complainant is satisfied with our first stage response. However, if this is not the case we will then escalate the complaint to our Senior Management Team. They will lead an investigation and contact the complainant within 15 working days with a resolution.

Third Stage

If we have been unable to reach a resolution, then the complainant may appeal to the Board of Trustees. The Trustees of a charity have a legal responsibility to make sure the charity is run well. This includes overseeing fundraising practices. If the complainant is unhappy with the how the complaint has been handled, and feels the issues raised have not been fully addressed, they may appeal to the Trustees.

Fourth Stage

If the complainant is not satisfied with the way, the charity has dealt with concerns they may refer their complaint to the Independent Panel.

A new Independent Panel is currently being set up to manage complaints that cannot be resolved by the charity. The panel will be in place by autumn or winter of 2016 and will be made up the public, donors, charities, fundraisers, with OSCR and the Scottish Government as observers.

Until the Panel has been established OSCR will collect stage four complaints and decide if there are any regulatory concerns. Once the panel has been set up OSCR will refer complaints to them.

15. Transparency

Scouts Scotland will undertake to communicate this policy and the fundraising promise to all its stakeholders by displaying it on our website and making it available in printed format upon request.

<http://www.institute-of-fundraising.org.uk/code-of-fundraising-practice/>

This policy was approved by the Board of Trustees of Scouts Scotland on 10th December 2016

This policy will be regularly updated in line with any changes in fundraising legislation and will be reviewed by the Scouts Scotland Board of Trustees in December 2019.

Note on Fundraising Regulation in Scotland

In July 2016 the Fundraising Standards Board was replaced by the Fundraising Regulator. Discussions are underway to design the new regulatory system in Scotland. This is referred to in 14 Complaints. Once the new systems are in place Scouts Scotland will register and comply accordingly.