



## Ethical Policy

### January 2021

<b>This document is relevant to:</b>	
Staff	
Volunteers	
Trustees	

<b>Policy Owner</b>	Chair of Trustees
<b>Date first adopted by Trustees</b>	
<b>Date this version approved</b>	
<b>Date for next review</b>	January 2022

#### Change History

Version	Date	Author	Reason
1.1	Jan 21	Sheridan Hammond	New Policy
1.2	Jan 21	Penelope James	Small edit

#### Reviewers

Name	Position
Sheridan Hammond	Vice Chair of Trustees
Steve Inett	Interim CEO
Penelope James	Chair



This policy outlines the ethical responsibilities of South Kent Mind fundraising. All South Kent Mind fundraising staff have a responsibility to be aware and have a thorough understanding of the ethical issues referred to in this policy. This policy is aligned to our values which are an integrated part of our fundraising.

### South Kent Mind Supporters

South Kent Mind respects the rights of its supporters to clear, truthful information on the work of South Kent Mind; to openly report how we spend donations and to manage donors' information responsibly and in line with The General Data Protection Regulation.

We will comply with the Charity Commission and UK law in every respect, including those regarding openness and honesty with our supporters and members of the public.

In line with the Fundraising Regulator's code our fundraising practices consider the needs of any possible donor who may be in vulnerable circumstances or may need extra care and information to make an informed decision.

Our staff responsible for face-to-face fundraising receive relevant training to help them to identify and respond to the needs of any possible donor who may be in vulnerable circumstances or any donor at any time.

We respect the privacy and contact preferences of all donors. We will respond promptly to requests to update contact preferences or complaints and act as best we can to address their causes. Please see our complaints policy for more information.

### Sustainability

Sustainability is integral to fundraising at South Kent Mind. We strive for all our fundraising materials to be sustainably sourced. We actively promote recycling at all our fundraising events. All our fundraising communications are digital where appropriate. The sustainability of all new fundraising ventures is assessed. We ask that all third parties adhere to this policy.

### Refusal Criteria

We abide by the law which requires us, in deciding whether to accept or refuse funding, to consider which action is in the charity's best overall interest.

South Kent Mind will not accept support that could compromise who we are and what we do – or undermine our effectiveness in achieving our goals. South Kent Mind follows a due diligence process, to ensure any potential relationship is in accordance with our ethical policy and principles. Where there is a potential concern area, the opportunity will be escalated to the Trustees for a final decision.

Circumstances where there may be legitimate concern include – but are not limited to:

- Companies that receive the majority of their funding from pharmaceutical companies (via sponsorship or as clients)
- Companies that are known to discriminate against people with experience of mental health problems
- Companies that promote gambling or risky behaviour around money
- Tobacco companies
- Alcohol companies
- Weapons manufacturing companies
- Weight loss/dieting companies
- Short-term loan providers/pay day lenders
- Private healthcare companies
- Debt Management companies

Opportunities to work with companies from the above list will be reviewed on a case-by-case basis, and a decision to pursue/not pursue will be reached on balance of the nature of the proposed relationship and what is in the best interest of our organisation and beneficiaries.

We do not screen individual donations by their employers, this is inclusive of any matched corporate donations that may be received as part of an individual's fundraising efforts. This is outside the scope of this policy and the capacity of South Kent Mind.

We will not undertake business with companies or individuals who participate in activities which could cause detriment to the charity's reputation and could disproportionately decrease the amount of donations to further the work of the charity.

The responsibility of the judgement on whether South Kent Mind should refuse a donation lays first with the Chief Executive, then the Chair, and ultimately the Board of Trustees.

#### Acceptance criteria

South Kent Mind will ensure that all marketing and fundraising activities carried out on its behalf are consistent with this policy and best practice in the charitable sector. South Kent Mind will ensure that any donation from, or relationship with, a third party does not in any way compromise this policy, damage the reputation of South Kent Mind or jeopardize future fundraising.

South Kent Mind ensures that it complies with relevant legislation, including legislation on data protection, money laundering, and bribery.

South Kent Mind will not accept donations in the following circumstances:

1. The donor is known to be associated with criminal sources and/or illegal activity
2. Accepting a donation may impact adversely on South Kent Mind reputation

Additional checks will be made for unsolicited and anonymous significant donations. A donation may be refused if additional checks cannot provide enough assurance that the source complies with this policy.

### Corporate partnerships

South Kent Mind corporate partnerships provide much needed support to achieving our charitable aims and objectives. In addition to the refusal criteria the following criteria provide a route by which the Chief Executive of South Kent Mind can review and assess donations:

- South Kent Mind does not directly endorse products or services. Where a product or service is promoted by South Kent Mind in connection with a third party, the nature of the relationship is made clear on the product. South Kent Mind will make it clear that it does not seek to recommend that service or that third party above that of another which provides the same service but with whom South Kent Mind does not have a relationship.
- Only South Kent Mind will have direct access to its database, target groups and beneficiaries. The way in which we share your information with our data processors is outlined in **our Data Protection Policy**
- South Kent Mind will review any monetary contributions to celebrity ambassadors or influencers to engage in corporate brand activity on a case-by-case basis.
- To ensure that all cause-related promotions reflect South Kent Mind values, any such initiatives will be reviewed by the Chief Executive for final decision.

### Your donations

Unrestricted donations are very valuable to South Kent Mind as they enable us to fully fund our work and develop and grow as an organisation to achieve our charitable aims and objectives. If supporters wish to make a donation to a specific area of South Kent Mind work, they may make a restricted donation by providing written instructions to this effect with their donation by writing to the Chief Executive.