



MFT - Ethical Fundraising Policy_Jul 2026.Docx

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CLASSIFICATION	Internal Use Only
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NEXT REVIEW	July 2028
DISTRIBUTION	All Mary Frances Trust Employees

VERSION	AUTHOR	SUMMARY OF CHANGES	DATE
0.1	MFT/GCP	The policy has been reformatted into the new MFT policy template, with sections reordered, numbered and clarified to improve readability and governance assurance. Scope, ethical principles, decision-making and escalation responsibilities are now explicit, and minor clarifications have been added to reflect consideration of beneficiaries' lived experience and wellbeing in ethical fundraising decisions. No new exclusions, prohibitions or material policy positions have been introduced; the intent and safeguards of the original policy remain unchanged.	15/04/2026

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1. Introduction

This ethical fundraising policy sets out how Mary Frances Trust (MFT) manage the ethical issues and social responsibility within fundraising.

This includes considering the potential impact of any fundraising relationship on the wellbeing and lived experience of people who use our services.

The purpose of this document is to:

- Ensure that funding relationships do not indirectly support activities that are counter to MFT's mission, vision and values.
- Protect MFT's reputation and relationships by supporting decision-making on funding opportunities
- Protect donors, including individual donors who may be vulnerable.
- Provide guidance on the types of , organisations, donors and fundraising activities with which MFT will or will not be associated.

This policy also supports MFTs commitment to safeguarding, transparency, and trauma-informed practice.

2. Scope

This policy applies to all fundraising activity undertaken on behalf of MFT, including by:

- Staff
- Trustees
- Volunteers
- Third-party or community fundraisers acting in support of MFT

3. Ethical Principles

MFT's approach to ethical fundraising is guided by the following principles:

- Alignment with MFT's mission, vision and values
- Respect for the dignity, wellbeing and lived experience of people who use MFT services
- Protection of vulnerable individuals
- Transparency and accountability
- Avoidance of reputational harm
- A precautionary approach where ethical concerns are identified

4. Protecting Vulnerable Donors

In communicating with potential or existing individual donors we will be mindful of indicators that may suggest an individual may be vulnerable, using REAL:

- **Retain** - Does the individual retain and understand the information provided, or does it need to be repeated frequently?
- **Explain** – Are they able to explain or communicate the decision they have made? Are they asking questions unrelated to what you are saying?
- **Able** – Are they able to understand what they are being told?

- **Listen** – Are they able to listen, follow and understand the discussion, or are they simply repeating what is said to them?

MFT will:

- Not place any undue pressure (defined as excessive or persistent) on individuals to donate.
- Not solicit nor accept donations from anyone whom MFT knows, or reasonable believes may not be competent to make their own decisions.
- Be sensitive to any particular need that a donor may have.

5. Fundraising Due Diligence

MFT will undertake reasonable due diligence on donors (individuals and organisations), to ensure they

- Do not espouse causes, or engage in activities, that are incompatible with MFT's mission, vision and values
- Do not present a risk of reputational damage to MFT.

In assessing whether a donation is safe to accept and in the best interests of MFT, consideration will be given to:

- The source and nature of the donation
- Large, anonymous or suspicious donations
- Donations from vulnerable individuals

As part of due diligence, MFT will also consider whether accepting a donation could reasonably be expected to cause distress or harm to the people MFT supports, including those with lived experience of trauma, abuse, discrimination or exploitation. This forms part of MFT's assessment of mission alignment, safeguarding responsibility, and reputational risk.

6. Seeking donations and match funding

MFT will not proactively seek donations or grants from companies, trusts or foundations whose main business activities are related to:

- The sale of alcohol, gambling, or other causes of addiction (excluding lotteries)
- Payday loans or other forms of irresponsible lending.

Where an individual donor is employed by an organisation within one of the above sectors, MFT may accept their personal donation, but will not accept match funding from their employer.

When MFT receives donations from companies or organisations and wish to publicise this support, any such publicity must be undertaken with the prior consent of the MFT.

7. Political donations

MFT:

- May gratefully receive donations from individuals who are members of political parties
- Will not endorse any political parties
- Will not publicise donations from political parties themselves or participate in their publicity

- Will not accept donations made for partisan political purposes.

8. Fundraising in an environmentally ethical way

MFT is committed to minimising the environmental impact of its fundraising activities.

- Advice should be sought where donations or grants from companies known to have a significant environmental impact (for example, oil companies).
- Decisions will be made by balancing the environmental impact of the organisation, its approach to addressing environmental issues, and the benefit to the people MFT supports.

In all fundraising activity, efforts should be made to reduce environmental impact including consideration of:

- Single use items
- Carbon footprint.

For example, MFT will not encourage fundraising activities such as skydives or balloon releases.

9. Decision-Making and Escalation

Day-to-day responsibility for applying this policy rests primarily with the MFT staff member responsible for fundraising (referred to in this policy as the “Fundraising Lead”).

- Any ethical queries or concerns should be raised with the CEO.
- Where concerns cannot be resolved, the CEO will refer the matter to the Trustee Board for a final decision, with input from the Advisory Group where appropriate.

In making decisions, the Trustee Board and the Advisory Group will consider:

- MFT’s Articles of Association
- MFT’s mission, vision and values
- The interests of the people supported by MFT, now and in the future
- MFT’s reputation and relationships
- The ethical considerations set out in this policy.

Where uncertainty exists, MFT will apply a precautionary approach.

10. Transparency

MFT is committed to transparency in its fundraising activity.

- Fundraising income and sources will be reported through MFT’s Annual Accounts in line with regulatory requirements.

11. Review and Governance

This policy will be reviewed at least every two years, or sooner if required, by changes in legislation, regulation, or organisational context.

12. Summary of Changes

Drafting and structure only:

- Reordered sections for logical flow
- Numbered all sections and headings
- Improved clarity, consistency and plain English

Minor enhancements (non-material):

- Clarified that ethical assessment considers the lived experience and wellbeing of people MFT supports
- Strengthened articulation of precautionary judgement
- Made scope and responsibilities explicit

No new exclusions, prohibitions or policy positions added.

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