



# MS Together Fundraising and Donations Policy

Date ratified: 01/12/24

Date last reviewed: MAS 04-12-24

## 1. Introduction

At MS Together, fundraising is vital to our mission of supporting young people affected by multiple sclerosis (MS). We are committed to raising funds in a way that is transparent, ethical, and responsible. This policy explains how we approach fundraising and donations, and provides assurance to donors, beneficiaries, and supporters that we act with integrity, accountability, and care.

## 2. Purpose of the Policy

This policy aims to:

- Ensure all fundraising is legal, ethical, and in line with best practice.
- Safeguard the interests of donors, beneficiaries, and the charity.
- Provide clarity on how funds are raised, managed, and used.
- Guide staff, volunteers, and partners who are involved in fundraising activities.

## 3. Our Fundraising Principles

MS Together is committed to the following principles:

- **Transparency:** We will be clear and open about how we raise and use funds.
- **Ethics:** We will respect the rights and dignity of our supporters and avoid causing harm or compromising our values.
- **Accountability:** We will demonstrate the difference donations make and report back to donors and stakeholders.
- **Compliance:** All fundraising will comply with the Fundraising Regulator's Code of Practice, GDPR, and charity law.
- **Inclusivity:** We will make fundraising activities as accessible and inclusive as possible.

## 4. Types of Fundraising Activities

- We raise funds through a variety of methods, including:
  - Individual donations (online, at events, or direct contributions).
  - Corporate partnerships and sponsorships.
  - Community and fundraising events.
  - Third-party fundraising organised by individuals or groups on our behalf.
  - Grants and trusts.
  - Legacy gifts.
  - Online and peer-to-peer fundraising campaigns.
  - Industry partnerships (e.g. pharmaceutical, MedTech, or legal organisations), in line with our **Industry Policy**.



## 5. Fundraising Practices and Guidelines

### 5.1. Accepting Donations

We welcome donations from individuals, companies, and organisations. However, we will not accept donations that:

- Compromise our independence, mission, or values.
- Are linked to illegal activity.
- Could damage the reputation of MS Together or the wider MS community.

### 5.2. Donor Communication

- Donors will receive clear and accessible information about how their donations are used.
- Receipts will be provided where appropriate.
- We will share updates with supporters to demonstrate the impact of their contributions.

### 5.3. Handling of Donations

- All donations will be processed securely.
- Personal data will be managed in line with our **Privacy and Data Protection Policy**.
- Donations will be accurately recorded, and accounting procedures will ensure funds are used in line with our charitable objectives.
- Online and third-party fundraising platforms will be regularly monitored.

### 5.4. Fundraising Events

- All fundraising events organised by MS Together will comply with relevant regulations (e.g. health and safety, insurance).
- Third-party fundraisers must obtain prior approval from MS Together and agree to follow our branding and fundraising guidelines.
- All events should reflect our values and be inclusive and accessible.

### 5.5. Corporate and Industry Partnerships

- We may work with companies, organisations, or industry partners (such as pharmaceutical, MedTech, or legal organisations) through grants, sponsorships, or donations.
- All partnerships must align with our mission and values.
- We will not work with organisations whose activities conflict with our ethos or could damage our reputation.
- Corporate partners must comply with the Fundraising Regulator's Code of Practice and MS Together's fundraising guidelines.
- Industry partnerships are subject to additional safeguards, set out in our **MS Together Industry Policy**, to ensure transparency, independence, and integrity.

## 6. Use of Funds



- All funds raised will be used to advance MS Together's charitable objectives.
- Income will be allocated according to need, ensuring funds are spent efficiently and effectively.
- We will report back to donors and stakeholders on how funds are used and the difference they make.

## 7. Fundraising Standards and Compliance

- We comply with the Fundraising Regulator's Code of Practice and all relevant laws.
- Records of fundraising activities and income will be maintained to ensure a clear audit trail.
- Staff, volunteers, and third-party fundraisers will receive guidance or training on ethical fundraising, compliance, and donor care.

## 8. Data Protection and Privacy

- Personal data collected through fundraising will be handled in line with GDPR and **MS Together's Data Protection Policy**.
- We will never share donor data without consent, unless required by law.
- Donors may opt out of communications or request the deletion of their data at any time.

## 9. Complaints and Feedback

- We welcome feedback and take complaints seriously. Concerns about fundraising will be addressed in line with our **Complaints Policy**, ensuring a fair and timely response.

## 10. Monitoring and Review

- This policy will be reviewed annually by the Board of Trustees to ensure it remains effective and compliant with legislation and best practice. Updates will be shared with staff, volunteers, and fundraising partners.