

Guy Fox History Project Limited

Registered Charity #1119898 • Company Limited by Guarantee #6173274
Unit Lf.2-9 The Leathermarket, Weston Street, London SE1 3HN
www.guyfox.org.uk 020 7407 4785

FUNDRAISING POLICY

Guy Fox History Project includes the charity Guy Fox History Project Limited and its trading subsidiary Guy Fox Limited. We are a London-based social enterprise which creates innovative educational activities for children. Our mission is education, empowerment and inspiration. Our charitable objectives are the advancement of the education of children resident in the London Borough of Southwark in the history, arts and cultural heritage of London.

Unscrupulous and aggressive charity fundraising practices have been much talked about in the media recently. Guy Fox History Project Limited is committed to conducting all of its fundraising activities in a lawful and responsible manner which is consistent with our ethos and charitable objectives. This policy sets out the rules and principles we have set for ourselves to ensure that we abide by this commitment.

Fundraising Ethos

Our charity has never been a 'begging bowl' for donations; instead, we fund ourselves by developing innovative project ideas, then applying for funding to support them. Our approach to fundraising is simple: why would we beg for the funding that we have the creativity, energy and motivation to earn?

Fundraising Principles

Our fundraising must be:

In response to an identified "need": We do not fundraise unnecessarily "for the sake of it". We also do not divert our valuable time and energy to seek out fundraising opportunities when we do not actually need any additional funding. In principle, we do not actively fundraise unless we need to do so – and it is reasonable to do so – for a worthy cause which supports our objectives (such as our regular Family Newsletter). Therefore our approach to fundraising is reactive rather than proactive. We will periodically review our funding requirements to determine whether fundraising is appropriate.

Never forceful or "guilt-driven": Although we will gratefully accept voluntary contributions, we will never pressure anyone to make a donation or engage in forceful conduct or bullying tactics to promote our cause. We respect all of our stakeholders equally, and we do not prey upon the 'worthiness' of our beneficiaries. In other words, we never demean our relationship with children by using their sad stories to sell ourselves.

True to our objectives: We will only apply for and accept third party funding where we believe that a project will be valuable and successful. We will only work with funding partners who understand and respect our objectives. Where we decide to fundraise by ourselves on a smaller scale, we endeavour to make all of our fundraising activities fun and educational. We will not do 'cash collections' which do not allow us to showcase our creativity.

Carefully controlled: When we carry out fundraising campaigns online, we will occasionally do so via select online fundraising websites which have been vetted and approved by our Board of Trustees. We make these relationships clear on our website and announce special fundraising efforts on our 'Support Us' page. If you see (or if you are contacted by) a fundraising site that claims to be supporting Guy Fox History Project but which is not clearly identified on our website as being one of our approved fundraising sites, please report it to us before making any payment.

Transparent and incorruptible: We are acutely aware of our obligations to adhere to anti-bribery and anti-corruption laws. We will not request or accept donations or other advantages (whether they be goods, services, entertainment or gifts) from anyone who we suspect may be attempting to bribe us or who we think may be involved in anything illegal or other improper activity. We will also not accept payments, gift or other benefits in exchange for doing anything unlawful or which we believe is or may be illegal or improper or which could be seen to give us unfair advantage or intended as an inducement.

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Well planned, well run and risk-assessed: Our fundraising activities are planned carefully and we take our legal and moral obligations very seriously. We are open-minded but selective in what types of activities we choose to undertake, taking into account possible risk factors and ethical implications. We will avoid doing anything which could bring charitable fundraising into disrepute, or clash with our charitable ethos. We will not take on overly ambitious or high-risk fundraising projects which are disproportionate to our goals. Where we identify potential risks, we will seek appropriate advice before we proceed. We will refer to our **Risk Policy** in planning and delivering fundraising campaigns.

Financially sound: We endeavour to ensure that our fundraising activities are designed to be appropriate for, and financially commensurate to, the project we are raising money for. We are open and honest about our fundraising objectives and have controls and processes in place to ensure funds are used only for their intended purpose.

'Passive' Fundraising

We recognise that Guy Fox History Project Limited is fortunate to receive voluntary on-going contributions from sources such as donations of fountain coins and click-through revenue from Amazon and social media. We regard these types of revenue as **'passive'** fundraising, as they do not require us to take any substantive action once the initial partnership has been set up. As a result, most of this policy is not directly relevant to these types of activities. However we will have our core fundraising principles in mind whenever we consider **any** of our fundraising sources and partnerships, whether active or passive.

Our Commitment to Compliance

Guy Fox History Project Limited is committed to complying with all of its legal and regulatory obligations relating to fundraising, including:

- The Charity Commission's guidance on 'Charities and Fundraising'
- The Institute of Fundraising's 'Code of Fundraising Practice'
- Gambling Commission guidance on lotteries and prize draws
- Advertising codes on promotions and competitions
- Anti-bribery and anti-corruption legislation
- All other relevant laws, regulations and industry best practice

Fundraising 'Checklist'

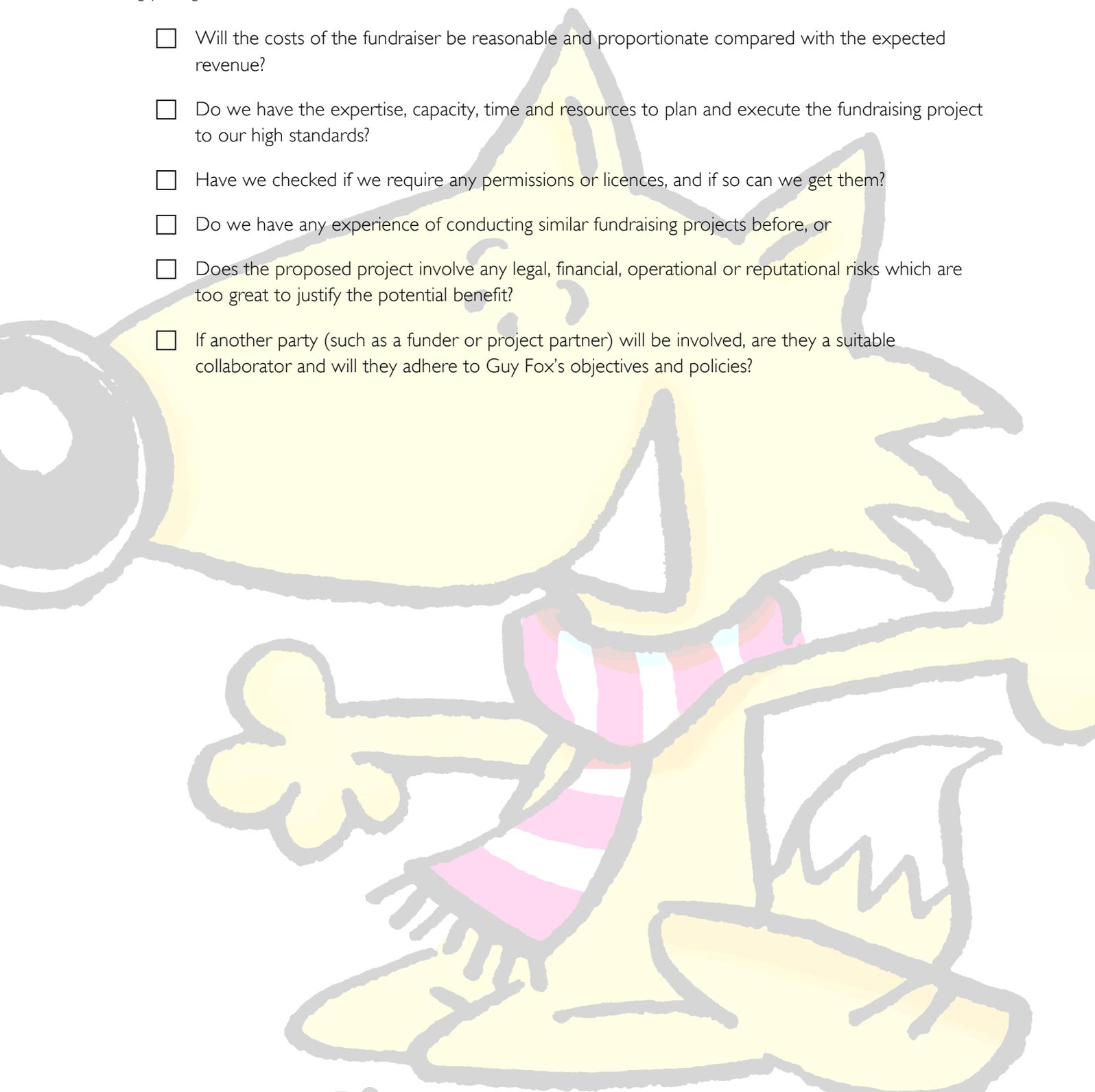
In order to assist us in adhering to our fundraising principles, we will consider the following matters before embarking on a new fundraising project:

- Have we identified a specific worthy cause which is in need of funding?
- Is traditional fundraising the most appropriate way of funding it?
- Is the proposed project in line with the Guy Fox ethos and our charitable objects?
- Does it involve an element of creativity or education that is more than just a 'begging bowl'?
- How much do we need to raise, and is this commensurate with the amount we realistically expect to raise?
- Can we clearly identify what the funds will be used for, and do we have a 'back-up' plan in case of insufficient or excess funds raised?
- Are we confident that we will be able to retain strict control over any raised funds?

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- Will the costs of the fundraiser be reasonable and proportionate compared with the expected revenue?
- Do we have the expertise, capacity, time and resources to plan and execute the fundraising project to our high standards?
- Have we checked if we require any permissions or licences, and if so can we get them?
- Do we have any experience of conducting similar fundraising projects before, or
- Does the proposed project involve any legal, financial, operational or reputational risks which are too great to justify the potential benefit?
- If another party (such as a funder or project partner) will be involved, are they a suitable collaborator and will they adhere to Guy Fox's objectives and policies?



Guy Fox