

Position responsible: Director of Fundraising
Approved by: ELT

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Related Documents	Complaints Policy Data security and protection policy Fundraising and vulnerable people policy Social responsibility policy Volunteer Policy
Further information	The code of fundraising practice : https://www.fundraisingregulator.org.uk/code Gambling commission information Fundraising and lotteries: https://beta.gamblingcommission.gov.uk/public-and-players/fundraising-and-lotteries Charity fundraising: a guide to trustee duties: https://www.gov.uk/government/publications/charities-and-fundraising-cc20

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1.0 Background

- 1.1 Magpas Air Ambulance is a charity committed to the aim of delivering by land and by air the best pre- hospital emergency medical service to our patients.
- 1.2 Magpas Air Ambulance receives little or no government funding towards our primary service and therefore relies on voluntary donations to operate 24/7. Being able to fundraise effectively is therefore crucial to the ongoing sustainability of the charity.

2.0 How Magpas Air Ambulance Fundraises

- 2.1 Magpas Air Ambulance uses a diverse range of fundraising methods to ensure that it is not over-reliant on one source. Magpas' aim is to generate long term sustainable income to support the achievement of the organisations five-year strategic plan.
- 2.2 Fundraising undertaken by Magpas includes but is not limited to:
 - Community and events
 - Individual giving, including appeals and raffles
 - Legacy and in memoriam
 - Trusts and grants
 - Regular giving through direct debit donations,
 - Digital fundraising,
 - Magpas Air Ambulance lottery programme.
- 2.3 Magpas Air Ambulance is registered with the Fundraising Regulator and the Gambling Commission and follows the codes of practice and licence codes of those organisations. Magpas Air Ambulance is also a member of the Chartered Institute of Fundraising (CIOF) and fundraising activity is carried out in accordance with the latest CIOF guidance.
- 2.4 All personal data generated through fundraising activities is stored securely on the fundraising CRM and is managed in accordance with GDPR.

3.0 Who is responsible for fundraising

- 3.1 The ultimate responsibility for fundraising sits with the Magpas Air Ambulance Board of Trustees. The Board agrees the fundraising strategy and are provided with monthly reports and analysis of activity. They are able to question and scrutinise fundraising and monitor the success of the plan. Trustee meetings are held six times a year.
- 3.2 The fundraising operations are overseen by the Executive Leadership team. The internal fundraising team is managed and led by the Director of Fundraising. The team is responsible for delivering the day to day operational fundraising activity in accordance with the fundraising strategy. Magpas Air Ambulance also contracts a number of third party suppliers to deliver additional operations over and above the capacity of the team. This includes but is not limited to:
- an external lottery manager to administrate and develop the lottery programme including both lottery and regular giving activity via door to door and at private sites
 - a telephone agency who contact existing supporters by phone
 - a fulfilment agency to receive and process donations
 - a printing and mailing supplier to produce and send out appeals and communications by post as well as managing and cleaning supporter data in relation to communications
 - an online payment provider to facilitate donations and regular gifts via the Magpas Air Ambulance website
- 3.3 All third-party suppliers are assessed and must be able to demonstrate that they comply with all necessary legal and regulatory requirements. Once selected, any work undertaken by a supplier is governed by a contract or agreed terms and conditions and activity is regularly monitored by the charity. Ongoing training, mystery shopping and regular reviews are used to ensure that suppliers represent the charity to the highest standard. There are written processes in place with supporter facing suppliers to manage feedback and complaints.
- 3.4 Both staff and volunteers undertake a number of fundraising roles at Magpas Air Ambulance and Magpas also works with third party organisations that fundraise on their behalf. Anyone representing Magpas for fundraising purposes is provided with a Magpas t-shirt, sweatshirt and ID badge to be worn when taking part in activity.

4.0 The acceptance and refusal of donations

- 4.1 Magpas Air Ambulance accept voluntary donations and other forms of voluntary support, such as volunteering or gifts in kind, from individuals, companies and other organisations on the following conditions:
- If a gift is offered for a specific purpose and it is feasible to apply the donation in a way that is consistent with donors' wishes, Magpas will accept the donation together with any reasonable obligations attached e.g. requirements to report back to donors on benefit achieved as a consequence of the gift.
- 4.2 Magpas will not accept voluntary donations and other forms of voluntary support where any of the following criteria apply:
- The support is known, suspected to be or derives from the proceeds of crime
 - The support derives from a source conflicting with Magpas objectives
 - Acceptance is likely to deter existing or potential supporters from future support
 - Acceptance would involve onerous obligations, for example the upkeep of an unsuitable building, the cost of which might outweigh the benefit

4.3 In certain circumstances, Magpas Air Ambulance may need to refuse or refund a donation where we have reason to believe that an individual is in a vulnerable situation and lacks capacity to make decisions around their financial giving. More information on this can be found in our Fundraising and vulnerable people policy.

5.0 Working with fundraising partners

5.1 Magpas Air Ambulance is pleased to work in partnership with companies, trusts and individuals where such partnerships support our vision to deliver the best 24/7 pre-hospital emergency medical service to our patients and to use our expertise to promote excellence in the provision, delivery and development of pre-hospital emergency medical care across the United Kingdom. Whilst working with partners presents valuable fundraising and awareness-raising opportunities, partnership working also presents some level of risk.

5.2 All commercial fundraising partnerships will be subject to assessment to ensure that no unjustifiable financial or reputational risk is taken by Magpas with approval being made by the Executive Leadership Team. External advice will be sought and considered where appropriate.

5.3 We will not enter into a partnership where such an alliance:

- Would conflict with our vision, values and beliefs
- Might damage the public's perception of a charity
- Could harm the charity - directly or indirectly

5.4 All commercial partnerships will have a partnership agreement including details of the partnership activity, payment terms, use of the Magpas logo and branding and approvals procedures and must permit Magpas to withdraw from any partnership where new developments mean that areas of this policy become breached.

5.5 All commercial partnerships will be reviewed annually to ensure they continue to be mutually beneficial and that partnership KPI's are being met.

5.6 A list of partners and sponsors will be maintained on the Magpas Air Ambulance website.

5.7 Magpas Air Ambulance produces and publishes an Annual Report which contains details of fundraising activities, how funds are spent, operational activity and complaints. Copies of the reports are available from our website.

6.0 Fundraising from individuals

6.1 Individuals provide the majority of funding for the work of Magpas Air Ambulance and are vital for the ongoing sustainability of the organisation. Magpas aims to treat each supporter in accordance with their individual needs and manages supporter relationships in line with the following principles:

- To provide information about our work and our finances so that supporters can see how their money is being spent and the difference it is making to patients' lives
- To communicate with supporters in a way that suits them and always check whether a conversation by phone or in person is welcome
- To keep supporter data safe and secure and never sell supporter information to any third party or share supporter details with other charities

- Adhere to all industry guidelines and regulation and only contract with organisations for fundraising purpose who do the same
- Regularly monitor the activities and compliance of suppliers, including for the protection of vulnerable people and take appropriate action promptly if our standards are not met
- Make it easy for supporters to contact us about their support or about how we communicate with them and listen and learn from supporter feedback

7.0 How we deal with fundraising complaints

7.1 Magpas Air Ambulance operates a complaints process if, for any reason, our fundraising practices have not met acceptable standards.

7.1.1 To make a complaint, please contact the Senior Supporter Care Officer, at fundraising@magpas.org.uk or call 01480 371060 (option 2).

7.1.2 Alternatively, you can write to us at:

Magpas Air Ambulance
Centenary House
St Mary's Street
Huntingdon
PE29 3PE

7.2 Once a complaint is made, we will acknowledge it and provide you with a copy of our complaints policy within five working days and provide a full response within 20 working days.