



ACTION FOR CHANGE & EMPOWERMENT (A.C.E)

ETHICAL FUNDRAISING POLICY

1. Introduction

Action for Change & Empowerment (A.C.E.) is dedicated to maintaining the highest ethical standards in its fundraising activities. This policy outlines our commitment to conducting fundraising in a manner that is transparent, respectful, and in compliance with relevant laws and ethical guidelines. We aim to build trust and long-lasting relationships with donors, supporters, and the general public by ensuring our fundraising activities are always ethical and aligned with our mission.

2. Purpose

This policy ensures that:

- All fundraising activities reflect the integrity and values of the organization.
- Donors and potential donors are treated fairly, transparently, and respectfully.
- The organization complies with all relevant laws, regulations, and best practices related to fundraising.
- Ethical risks, such as exploitation or misleading claims, are avoided in all fundraising activities.

3. Ethical Principles

Action for Change & Empowerment commits to the following ethical principles in all fundraising activities:

(a) Transparency

- We will be open and clear about the use of donations, ensuring donors are aware of how their contributions will be spent.
- We will provide regular and accurate financial reports, disclosing the total income raised and how it is allocated.

(b) Honesty and Integrity

- We will never make misleading or false claims about our work or fundraising activities.
- We will ensure all fundraising materials accurately reflect the mission and work of Action for Change & Empowerment.

website: www.acegiving.org
Instagram: [ace_giving](https://www.instagram.com/ace_giving)
Facebook: [ace_giving](https://www.facebook.com/ace_giving)
YouTube: [ace_giving](https://www.youtube.com/ace_giving)

Action for Change & Empowerment (A.C.E)
10, Balfe Street, London, N1 9EG
Company Limited by Guarantee.
Registered in England & Wales.
Company number 07708601



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(c) Respect for Donors

- Donors' wishes will be respected, including requests for anonymity or for their donations to be directed to specific purposes.
- Donors will be thanked appropriately and kept informed about the impact of their donations.

(d) Non-Coercion

- We will not engage in aggressive or coercive fundraising practices.
- Donations will always be voluntary, and donors will be given the opportunity to make informed decisions without pressure.

(e) Compliance with the Law

- We will comply with all relevant charity laws and fundraising regulations, including the Fundraising Regulator's Code of Fundraising Practice and data protection legislation (e.g., GDPR).

4. Fundraising Channels

We will engage in a variety of ethical fundraising channels, including:

- **Individual Donors:** We will provide opportunities for individuals to give in a manner that suits them, whether through one-off donations, regular giving, or legacy giving.
- **Corporate Partnerships:** We will engage in partnerships with businesses that align with our values and do not involve industries that are harmful to society (e.g., tobacco, gambling, weapons manufacturing).
- **Trusts and Foundations:** We will apply for grants from organizations whose values align with ours and whose funding practices meet ethical standards.
- **Fundraising Events:** Events will be planned and managed in accordance with ethical principles, ensuring they are accessible, transparent, and inclusive.
- **Online Fundraising:** We will use online platforms in a responsible and transparent manner, ensuring proper data protection and avoiding any form of online exploitation or spam.

5. Donor Privacy and Data Protection

Action for Change & Empowerment will respect the privacy of all donors and comply with all data protection laws. We will:

- Not sell, share, or trade donor information with third parties without explicit consent.

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- Ensure all donor data is stored securely and used only for purposes related to fundraising and communications.
- Allow donors to opt out of communications and data collection at any time.

6. Accountability and Reporting

- We will provide donors with information about how their donations have been used, including reporting on specific projects funded by their contributions.
- We will ensure that the funds raised are allocated responsibly and effectively to support our mission.
- Annual audits will be conducted, and the findings will be shared publicly to ensure full transparency.

7. Complaint Resolution

We recognize that issues may arise, and we are committed to addressing any concerns or complaints regarding our fundraising practices. Donors can contact us directly to:

- Raise concerns about any aspect of the fundraising process.
- Request clarification on how their donations will be used.
- Submit formal complaints about ethical or transparency issues.
- Complaints will be dealt with promptly, fairly, and in line with our complaints procedure, ensuring that any concerns are thoroughly investigated and resolved.

8. Training and Awareness

- All staff and volunteers involved in fundraising will receive regular training on ethical fundraising practices, legal requirements, and data protection.
- We will promote awareness of this policy within the organization, ensuring that everyone understands and adheres to ethical fundraising principles.
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Policy Owner: Board of Trustees / Directors

Policy Lead: Director / Senior Responsible Owner (SRO)

Audience: Employees, Volunteers, and Fundraising Partners

Formally Endorsed By: Board of Trustees / Directors / Coordinating Committee

Last Reviewed: 01/09/2025

Next Review: 31/08/2026

Bola Obanubi

Director, A.C.E NGO

Action for Change & Empowerment (A.C.E NGO)

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