Selsey Community Forum
Sponsorship, Donations and Gifts Policy

Policy Statement

The Selsey Community Forum as a Registered Charity is dependent on receiving donations, grants and gifts, be it cash donations, in-kind contributions or provision of help, services and resources.

When accepting donations and sponsorship Selsey Community Forum will ensure compliance with both the Code of Fundraising Practice and any legal requirement. Equally, it will assess whether acceptance of the donation would be compatible with its ethics and values and be able to demonstrate that it would not be detrimental to the achievement of its purposes.

The Fundraising Regulator's Code of Fundraising Practice (revised 1st November 2025) and the accompanying Code Support Guides set out the responsibilities that apply to fundraising carried out by charitable institutions in the UK. For the purposes of the Code, fundraising means to ask for money or other property for charitable, benevolent or philanthropic purposes, and it covers a wide range of fundraising methods.

The Code aims to:

- promote a consistent, high standard of fundraising;
- develop a culture of honesty, openness and respect between fundraisers and the public.

The following four values support all standards in the Code with which Selsey Community Forum will comply.

- **Legal:** All fundraising must meet the requirements of the law.
- **Open:** Fundraisers must be open with the public about their processes and must be willing to explain (where appropriate) if they are asked for more information.
- **Honest:** Fundraisers must act with integrity and must not mislead the public about the cause for which they are fundraising or the way a donation will be used.
- **Respectful:** Fundraisers must demonstrate respect whenever they have contact with any member of the public.

Legislation

The Selsey Community Forum will comply with relevant law and regulations, including the Proceeds of Crime Act 2002, the Charities (Protection and Social Investment) Act 2016, Data Protection Regulations, Tax and Gift Aid legislation, and Charity Commission guidance.

Anonymous donations with a value of over £25,000 will need to be reported to the Charity Commission as a serious incident.

Scope

Identifying relevant donors and funders appropriate to the ethics of the Charity is key to its survival.

"Sponsorship" can be defined as an agreement between the Charity and a sponsor where the Charity receives either money or a valuable benefit for an event or initiative from an organisation which in turn gains a publicity opportunity or other benefit from the Charity. The publicity branding agreed with a sponsor should be proportionate to the value of the sponsorship.

The Selsey Community Forum will attempt to acknowledge all donations, sponsorship and in-kind support on its website, in the Newsletter and on Social Media unless the donor requests no publicity. Main funders and sponsors will

have their logo and/or strapline and all donors will be acknowledged on the website. The Newsletter and Social Media will acknowledge larger and/or continuing support.

The Sponsorship page on the website will be regularly updated to identify those who have supported the Selsey Community Forum.

The Selsey Community Forum will promote packages whereby someone can sponsor an activity or event. A list of activities and packages will be identified on the website, Newsletter and Social Media.

Relevant information will be shared in Annual Reports.

Partnership Agreements

Every Project and Partnership will be different, and the content of an Agreement will vary according to the particular situation. Where the Charity is entering into the Partnership to enable the delivery of services which the Charity is contracted to deliver by another body or donor, or where the funds have been supplied by a donor with particular conditions or restrictions attached, the terms of the partnership agreement should set the same or higher standards and obligations on the partner, to ensure that the charity does not inadvertently default on its contract or funding agreement.

An Agreement should include:

- the Charity's responsibilities and obligations
- the Partner's obligations
- details of the Project
- specific activities to be undertaken and milestones
- the nature of the beneficiaries
- the timeframe
- SMART objectives and deliverables (qualitative and quantitative)
- a reporting schedule
- the budget and financial reporting requirements

Legacies

Fundraising for legacy gifts is often built on establishing a long-term relationship between the potential legator (the person who leaves a gift in their Will) and the Charity that they choose to donate to.

Legacy fundraising will lead to some sensitive topics and conversations with an individual and potentially his/her family or next of kin. It is a complex area because of the regulatory and legal considerations of leaving Wills and the administration of estates. This means the Charity must take care to ensure it is acting appropriately.

It is important for legacy fundraising to:

- Be characterised by honesty, openness and fairness
- Respect, in all cases, that the decision is the potential legator's and his/hers only
- Treat all personal information as strictly confidential, unless explicitly agreed otherwise
- Respect the sensitivity of the family and friends of the potential legator
- Pay particular attention when communicating with vulnerable people, who could include, but are not limited to, the following: service users and client groups; the terminally ill; bereaved relatives or friends; and people with learning difficulties and/or disabilities

Responsibilities

Trustees are ultimately responsible for the Charity's fundraising activities and must act in the Charity's best interest. Trustees must also take reasonable steps to assess and manage any risks. Some of these steps will be informed by the law, and some by best practice.

The Selsey Community Forum seeks support from a wide range of individuals and organisations to assist in achieving its objectives. All prospective donations and sponsorships will be assessed against the principles that they support the charitable objectives and reflect the integrity of the Charity.

The Chair is responsible for ensuring donations and sponsorships are monitored as they are received and will undertake due diligence to establish the legitimacy of the donation or sponsorship.

Due diligence is a range of practical steps that need to be taken to be assured of the origin of charitable funds and to be confident that the people and organisations the Charity works with are known. Due diligence will mean carrying out proper 'checks' on those individuals and organisations that give money to, or receive money from, the Charity, including partners and others that are contracted to work with it. The appropriate level of checks carried out on a donor will be proportionate to the size of the donation.

If the Chair identifies any associated risks, he must refer it to the Trustees. The Trustees have a responsibility to act in the best interests of the Charity in pursuing its purposes, as set out in the Constitution. This means that, when deciding whether to refuse a donation, Trustees must only do so if to accept it would be more detrimental to the Charity being able to achieve its objectives than rejecting it. Making this decision should involve a careful analysis of the risks of accepting a donation, balancing this against the benefit that will be obtained. These matters will be decided on a case-by-case basis. Donations will only be rejected in exceptional circumstances, such as when it would be unlawful to accept it (eg it is known that the gift comprises the proceeds of crime).

Staff and volunteers must raise concerns about any donation or sponsorship if they have reasonable grounds for believing that an individual lacks the capacity to decide to donate and must not exploit vulnerable circumstances of any donor. The Trustees take ultimate responsibility for accepting or refusing a donation or sponsorship. It is their responsibility to act in the best interest of the Charity when accepting gifts.

Gift Aid

Selsey Community Forum is registered with HMRC to claim Gift Aid. Claims for Gift Aid will be made as appropriate.

Other Matters

Selsey Community Forum's Trustees have primary responsibility for monitoring the application of this Policy. If appropriate and necessary, this Policy should also be made clear to service users.

Review

This Policy will be reviewed periodically and may be amended to reflect changes in legislation, guidance, organisational requirements or best practice.

Version Control

Version Number	Date of Update	Amendments
1.0	October 2025	Policy reviewed
2.0	October 2026	Reviewed and updated in line with current guidance