



Sailship Training and Learning for Life

Fundraising and Donations Policy

Growing support with integrity, inclusion, and care

1. Purpose

This policy sets out how Sailship approaches fundraising and donations. It ensures that all fundraising activities are ethical, legal, inclusive, and aligned with our charitable mission to support mental health recovery, therapeutic gardening, and inclusive education.

2. Scope

Applies to:

- Trustees, staff, and volunteers
- Donors and supporters
- Fundraising partners and contractors
- Online and offline fundraising activities

3. Principles

We are committed to:

- **Transparency** – Being clear about how donations are used
- **Respect** – Treating donors fairly, especially those in vulnerable circumstances
- **Integrity** – Refusing donations that conflict with our values or legal obligations
- **Inclusion** – Ensuring fundraising is accessible and welcoming to all
- **Compliance** – Following UK law, Charity Commission guidance, and Fundraising Regulator standards

4. Accepting Donations

We accept donations in the form of:

- Money (cash, cheque, bank transfer, online giving)
- Gifts in kind (tools, plants, food, materials)
- Legacies and grants



We may **refuse or return donations** if:

- They come from illegal sources or include illegal conditions
- They compromise our independence or reputation
- They are offered with unreasonable restrictions or expectations
- They are from individuals or organisations whose values conflict with ours

5. Ethical Fundraising

We will:

- Clearly state the purpose of fundraising campaigns
- Use donor funds only for the purpose stated or agreed
- Avoid pressure tactics or misleading information
- Ensure fundraising materials are accessible and inclusive
- Protect donor data in line with our Privacy Policy and GDPR

6. Vulnerable Donors

We take extra care when engaging with:

- Individuals with dementia or learning disabilities
- Carers and families under emotional strain
- Anyone who may struggle to make informed decisions

Fundraisers must treat all donors with empathy and avoid any undue influence.

7. Use of Funds

All donations are used to further Sailship's charitable objectives. We report on income and expenditure in our annual accounts and Trustees' Report.

8. Recognition & Stewardship

We thank and acknowledge donors appropriately, respecting anonymity where requested. We do not offer preferential treatment in return for donations.

9. Complaints & Concerns

Donors may raise concerns via our Complaints Procedure. We aim to respond within 10 working days and resolve issues fairly.



10. Review

This policy is reviewed annually by the Board of Trustees or sooner if regulations change.