



Sailship Training and learning for Life

Fundraising Ethics Statement

Rooted in respect. Growing with integrity.

At Sailship, fundraising is more than a means to sustain our work—it's an extension of our values. Every donation, partnership, and campaign reflects our commitment to ethical practice, transparency, and the wellbeing of those we serve.

1. Respect for Donors

We treat all donors with honesty, gratitude, and care. We:

- Never pressure or mislead anyone into giving
- Respect donor privacy and preferences
- Offer clear information about how funds are used
- Honour requests for anonymity or restricted giving

We especially safeguard the dignity of donors who may be vulnerable, including those living with dementia, learning disabilities, or mental health challenges.

2. Transparency & Accountability

We are open about:

- Our fundraising goals and methods
- How donations are allocated
- The impact of donor support on our community projects

All fundraising activities comply with UK charity law, Fundraising Regulator standards, and Charity Commission guidance. We report annually on income, expenditure, and outcomes.

3. Ethical Partnerships

We only accept donations and sponsorships that align with our mission. We will decline support from individuals or organisations whose values or actions conflict with our commitment to:

- Inclusion and accessibility
- Environmental sustainability
- Human rights and dignity



We do not offer preferential treatment in return for donations.

4. Inclusive Fundraising

Our fundraising is designed to be:

- Accessible to people of all abilities and backgrounds
- Celebratory of community spirit and shared purpose
- Free from discrimination, exploitation, or exclusion

We actively involve learners, carers, and volunteers in shaping fundraising events and campaigns.

5. Stewardship & Gratitude

We thank every donor in a way that is meaningful and appropriate. Whether through a handwritten note, a public celebration, or a quiet moment of recognition, we honour the generosity that sustains our work.

6. Continuous Improvement

We welcome feedback and strive to improve our fundraising practices. Concerns or complaints are handled promptly and respectfully through our Complaints Procedure.