

Maddy's Mark Ethical Fundraising Policy

1. Introduction

The objects of the charity are:

Maddy's Mark is a charity that supports the mental well-being of girls and young women by building resilience, confidence, and camaraderie. By funding school programmes and partnering with clubs, we aim to make rugby accessible to all who wish to play.

By providing grant funding for such support and services as the trustees in their discretion think fit.

This policy aligns with the Fundraising Regulator's Code of Fundraising Practice (2025), which is principles-based and requires all fundraising to be conducted with honesty, openness, respect, and responsibility. These principles underpin all of our fundraising decisions and activities. All fundraising staff, volunteers, contractors, and partners must comply with the Code of Fundraising Practice in full.

2. Commitment to Address Ethical Issues

- Maddy's Mark ("MM") champions ethical behaviour and we seek to reflect our spirit and charitable ethos in everything we do. This document is a framework for carrying out our charitable purpose. It is to guide decision making, good judgement and conduct. It is not a set of rules and will not prescribe how to act in all situations. This policy, in conjunction with our spirit, ensures we are clear on expectations and should guide behaviour.
- This policy is designed to address sponsorship, cause related marketing, fundraising, donations and partnerships.
- MM is committed to its charitable objectives and fundraises in order to provide the resources to deliver much needed recovery services and grants.
- We actively seek opportunities to work with external partners and organisations to achieve fundraising objectives and encourage our supporters to fundraise and donate.
- MM respects the rights of its supporters to have clear, truthful information on the work we do. To that end we are committed to openly reporting how we spend donated and statutory monies and to managing donors' information responsibly.
- It is vital that we ensure any partnerships with external organisations reflect our spirit, our ethics, maintains our independence and do not allow the name of Maddy's Mark to be brought into disrepute. We must ensure that the activities of organisations we work with are consistent with our organisational values and our spirit.
- We will not exploit the vulnerability of any donor or approach individuals who may lack capacity to give. We will take reasonable steps to identify and support individuals in vulnerable circumstances, and will ensure fundraising materials and conversations are respectful, transparent, and evidence-based.
- As required by charity law, we are only able to refund a donation in certain prescribed circumstances. If you believe we are contacted by a supporter who believes that a donation they have made should be refunded, we will review the circumstances of the request and act

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accordingly. If a donation has been made in error, or by an automatic process not authorised by the donor, we will refund the latest payment made.

- All staff involved in fundraising have a responsibility to be aware and have a thorough understanding of the ethical issues referred to in this document and are responsible for researching and ensuring sponsorship, cause related marketing, fundraising, donations and partnerships within their remit adhere to this policy.
- We will comply with the Charity Commission guidance and UK law in every respect, and as members of the Fundraising Regulator's scheme, we follow its Fundraising Promise.
- We abide by the law which requires us, in deciding whether to accept or refuse a donation, to consider which action is in the charity's best overall interest. We will not accept donations made by donors whose activities appear to be in direct conflict with the best interests of our beneficiaries or our charity's reputation, which could disproportionately decrease the amount of donations to further the work of the charity.
- We operate a transparent complaints process. All fundraising complaints will be acknowledged and responded to within 30 days, with oversight from senior staff and trustees where appropriate.
- We will comply with the Privacy and Electronic Communications Regulations (PECR). We only send electronic marketing (email, SMS or similar) where we have valid opt-in consent, and we provide clear opt-out options for all marketing channels, including postal communications.

3. Protection of Fundraisers

MM is committed to protecting all staff, volunteers, and third-party fundraisers from harm, harassment, or undue pressure while undertaking fundraising activities. Clear reporting channels are in place for anyone to raise concerns, and all concerns will be investigated promptly and fairly.

4. Avoidance Criteria

We will avoid all partnerships or donations involving any of the following:

- Potential partners who fail to implement basic labour rights as set out in the Fundamental UN ILO Conventions, e.g. avoidance of child labour; or that actively oppose the rights of workers to freedom of association, e.g. in a trade union.
- Any association with criminal sources and/or illegal activity
- Where the fundraising would help further a donor's personal objectives, which conflict with those of the charity
- Where the fundraising activity is in breach of fundraising regulations.
- Political Parties, Political Organisations or Institutions who are linking the donation to their political views/objectives.
- Organisations or countries subject to embargoes or trade control as detailed by the Department for International Trade and Export Control Joint Unit

(<https://www.gov.uk/guidance/current-arms-embargoes-and-other-restrictions>)

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- Tobacco manufacture.
- E Cigarettes (excluded on ethical grounds due to potential conflict with our health-related charitable purposes)
- Companies generating their primary revenue from the sale of pornography.

5. Areas of Potential Concern

The following areas of concern need consideration on a case-by-case basis before agreeing a partnership or donation:

- Gambling
- Defence Companies
- Pharmaceutical companies
- Lending outside the UK Banking system (e.g. Payday loans)
- Partners or donors with a poor reputation for equal opportunities and diversity
- Partners or donors whose policies or commercial objectives conflict with any of our charity or charity partner organisations' mission or vision.
- Partners or donors who have links to an oppressive regime.
- Politically Exposed Persons (PEPs)
- The charity will remain politically neutral and will not support, or appear to support, any political party or candidate. We may engage in non-party political campaigning relevant to our charitable purposes but will never undertake party political activity.
- Partners or donors which may have an impact on our reputation or independence for any other reason.
- Religious groups

If there are any potential causes for concern about a partner or donation the decision will be brought to the Board of Trustees. A risk profile should be developed to aid decision making. The Trustee board's decision will be final.

6. Affinity Marketing & Product Endorsement

We may work with partners to licence the Maddy's Mark brand or allow use of our brand on product packaging where a contribution from the sale of the products is donated to the charity. In all cases the Maddy's Mark brand should not be used in a manner that would express or imply the charity's endorsement or recommendation of the product, company/organisation or its policies.

Maddy's Mark does not endorse or approve products or companies, and, where possible, a statement to this effect will be included alongside any branding or promotion associated with products.

7. Cause Related Marketing & Employee Fundraising

In all cases where Maddy's Mark facilitates and supports employee fundraising, the activity must comply with fundraising regulations issued by the Fundraising Regulator.

8. Database & Supporters

Only Maddy's Mark will have direct access to our databases. We will not market to our database on behalf of any partner companies. However, we may publicise the partnership and promote any joint activities through our communication channels.

We will respect the privacy and contact preferences of all donors. We will respond promptly to requests to cease contact and complaints and will act to address any issues to the best of our ability.

We will adhere to our Data Protection Policy when dealing with personal details and we will comply with UK GDPR and the Data Protection Act 2018 in all our data processing activities.

9. Fundraising with Partner Charities

Where we have fundraising activity in conjunction with other charities, we need to be consistent with both organisations' ethical fundraising policies. We recognise that simply because they are registered charities does not mean we have the same view of what constitutes ethical fundraising. Maddy's Mark therefore would not fundraise with any charitable organisation if its objects or the activity runs contrary to our aims.

Any partnership fundraising opportunity should be approved by the Maddy's Mark Executive Advisory Board with the Trustees for final approval.

10. Trusts & Foundations

Maddy's Mark will seek to raise funds from charitable Trusts and Foundations. We recognise that simply because these have been registered with the Charity Commission does not mean that they are ethical givers. Maddy's Mark therefore does not accept money from any charitable trust if it is a requirement of grant receipt to advertise any company or organisation whose activities run contrary to our aims.

11. Ongoing relationships with Partners

We will maintain accountability and open and honest relationships with all our partners, by regularly monitoring and evaluating our work.

12. Consideration & Approval Process

Every potential partner, any single donation from an individual greater than £10,000 and any single donation from an organisation greater than £50,000 will be assessed and will go through a qualification process, including the completion of a risk profile.

Where required by the Charities Act 1992 and the Charitable Institutions (Fund-Raising) Regulations 1994/2008, we will put formal written agreements in place with professional fundraisers and commercial participators. These agreements will include all legally required statements and disclosures.

Digital and Online Fundraising –We will ensure donors are clear about who is collecting funds, how costs are covered, and how their donations will be used, and that all platforms comply with relevant data protection and fundraising regulation.

All cause related marketing and sponsorship, with a value of more than £100,000 must be approved by the Executive Advisory Board and the Trustee board irrespective of any other considerations.

Where fundraising is undertaken by third parties on our behalf, we will ensure agreements are in place requiring compliance with this policy and the Code of Fundraising Practice. We will monitor third-party activity, and we will not use commission-based or incentivised payment models that may encourage undue pressure on donors.