

## FUNDRAISING CODE OF PRACTICE

At Breast Cancer UK, our supporters are at the heart of everything we do. Aside from achieving our charitable objectives, it is your passion, determination and generosity that drives us forward.

Breast Cancer UK

- [Campaigns](#) to encourage a preventative approach by calling for improvements in legislation and public health policies which reduce our exposure to chemicals associated with breast cancer;
- [Raises awareness](#) amongst members of the public about the [links](#) between exposure to harmful chemicals and breast cancers; [provides practical solutions](#) to help reduce exposure;
- [Supports scientific research](#) into the links between breast cancer and exposure to carcinogenic, hazardous and endocrine disrupting chemicals.

We rely on the generous support of members of the public whose donations and fundraising efforts fund the large majority of our work. We do not receive grants from Government or accept donations from companies whose practices may directly or indirectly contribute to the disease we are trying to eradicate.

Breast Cancer UK recognizes that fundraising activities should:

- Foster confidence amongst donors, staff, volunteers and the general public.
- Protect and enhance the reputation of Breast Cancer UK.
- Harmonise with and reflect the mission and values of Breast Cancer UK.

## FUNDRAISING PRINCIPLES

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Breast Cancer UK fundraising is based on the following principles:

- Breast Cancer UK will approach fundraising in a spirit of openness and consultation;
- All fundraising materials and methods will represent honest statements of purpose;
- All fundraising materials and methods will embody the Breast Cancer UK brand values but will not compromising fundraising effectiveness;
- All fundraising expenses will be clearly recorded and kept to a minimum - consistent with effective management;
- No pressure or other forms of coercion will be used to elicit funds from any source;
- All fundraising activities will be undertaken within the law and conform to the highest levels of professional and ethical standards.

## FUNDRAISING PRACTICES

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- Individual case studies may be used to promote fundraising objectives provided that prior permission is given, and the individuals themselves are not exploited or perceived to have been exploited in pursuit of those objectives.
- Published financial and other information will present the results of Breast Cancer UK's work in clear terms and will display a concise, accurate and comprehensible picture of the organisation.

## RESPONSIBILITIES

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- The requirements and expectations of donors will be respected, especially those relating to any expressed wish to remain anonymous.
- The functions and responsibilities of fundraisers will conform to the fundraising regulator
- Expenditure on services and other functions will be clearly identified.
- Expenditure on fundraising and other non-charitable costs will normally be kept within a target ceiling of 25% of fundraising turnover.
- Money donated for a specific purpose will always be used for that purpose. If this is not possible it will be returned within a reasonable timescale unless agreement can be reached on a change of use.

## FUNDRAISING METHODS

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- In general, any approach to fundraising pursued by Breast Cancer UK will conform with the [fundraising regulator](#) and follow the Institute of Fundraising's [Codes of Fundraising Practice](#)
- The methods used to attract funds will not misrepresent the case for which those funds are required.
- No pressure or other forms of undue persuasion will be used to elicit donations

Breast Cancer UK holds individual membership with the Institute of Fundraising. We follow the Institute of Fundraising's [Codes of Fundraising Practice](#) and comply with the key principles embodied in the Codes. Wherever possible, we try to go above and beyond these principles.

## OUR COMMITMENT TO YOU

In raising funds for its charitable objectives, Breast Cancer UK will:

- Always be honest with you
- Tell the truth and not exaggerate
- If you have questions about our fundraising activities and costs, we will answer them – openly and truthfully.
- We promise to keep your [personal details safe](#) and will only ask for personal details that are relevant and required
- We will never share or sell your details with charities or other third parties for marketing purposes
- We will comply with the law, including those that apply to data protection, health and safety and the environment

- We will do all we can to ensure that volunteers and fundraising contractors working with us to raise funds comply with the Institute of Fundraising Codes and with BCUK's code of conduct
- We will be clear about who we are, what we do and how your gift will be used
- We will explain how you can make a gift and amend a regular commitment in a way that's accurate and easy to understand
- We will be accountable to you
- We will treat you with courtesy and respect
- We will respect the rights, dignities and privacy of everyone who supports us
- We will not put undue pressure on you to make a gift. If you don't want to give, or wish to stop giving, we will respect your decision
- We won't email you unless you have opted-in to receive emails from us (link to privacy and data collection policy)
- If you tell us that you don't want us to contact you in a particular way, we won't
- We will make every effort not to use any images or words that could cause unjustifiable distress or offence
- We commit to ensuring our fundraising won't cause unreasonable nuisance or disruption to you

Our full privacy policy can be found online [here](#).

Take a look at our [annual reports](#), or [get in touch with us](#) and we'll help you find the information you need.

#### HOW TO MAKE A COMPLAINT

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- If you're unhappy with any of our activities, or feel we're falling short of our standards, please contact as in writing via [info@breastcanceruk.org.uk](mailto:info@breastcanceruk.org.uk) or write to Breast Cancer UK, BM Box 7767, London, WC1N 3XX
- Any feedback or complaints directed at material produced by Breast Cancer UK in print or online are taken seriously and will be acted upon promptly. All complaints will be responded to with an initial response within 72 hours. A full response should be sent to the complainant within 2 weeks of receiving the complaint. Any remedial action required will be carried out within 2 weeks where possible.
- We accept the authority of the Fundraising Standards Board to make a final adjudication.

#### GET IN TOUCH

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- Don't hesitate to contact us if you'd like to talk about anything relating to our fundraising or our promise to you.
- For all general enquiries please call us on 0845 680 1322, or email us on [info@breastcanceruk.org.uk](mailto:info@breastcanceruk.org.uk)

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