

Ethical Fundraising



Chance for Childhood is an award-winning charity working in Africa to support the most vulnerable children, such as street children, disabled children, children affected by conflict and kids behind bars. Our vision is of a world where no child is forgotten!

We work with African visionary community leaders to implement locally-relevant yet far-reaching projects that create lasting change within the justice, education and social protection sectors. This enables us to focus on 'hard to reach' children, both in terms of their complex needs (e.g. street children with learning difficulties) and location (e.g. urban violent slums or remote rural areas). Together we make ideas and impact both sustainable and scalable to protect, educate and empower even more of the world's most disadvantaged children.

Chance for Childhood is a registered charity in England and Wales (no. 1013587) and is governed by a Board of Trustees (see [our website](#) for further information).

The Trustees delegate responsibilities to the CEO and Executive team to ensure adherence to our Ethical Fundraising policy.

Rationale for Fundraising

To help guarantee the availability of ongoing funds to pay for its work, Chance for Childhood aims to maintain a broad base of different sources of funding. The purpose of this policy is to ensure clarity and openness to all our stakeholders.

Chance for Childhood may seek support from individual donors and a whole range of organisations, both at local, national and international levels.

Funding is defined as a donation, earned income or any other kind of income to the charity that includes;

- Cash (including legacies and sponsorship).
- Gift in kind / pro bono support.
- Shares, investments or any other type of asset.

Funding may be unrestricted or restricted (for example to a particular project or country).

Ethical Fundraising Policy

Chance for Childhood actively seeks opportunities to work together with external organisations and individuals to achieve our vision. However, it is vital that Chance for Childhood maintains its independence and does not allow any external partnership to bring its name into disrepute nor to unduly or negatively influence our approach and impact.

Chance for Childhood therefore engages¹ with companies and individuals on the following basis:

- There will be a positive benefit to Chance for Childhood's beneficiaries across Africa.
- There will be no adverse publicity resulting from the engagement.
- There is no attempt on the part of the company or individual to influence Chance for Childhood's policy or actions either explicitly or implicitly.
- There is no risk that the engagement could compromise the independent or charitable status or purpose of the organisation.

Cause-related marketing, Affinity marketing and product/service endorsement

- Chance for Childhood does not endorse or approve the products or services of any company. A statement to this effect will be included alongside any branding or promotion associated with products.
- Only Chance for Childhood will have direct access to its database and beneficiary data.
- In order to ensure that all of Chance for Childhood's cause-related promotion reflects its values, any potential partnership or other initiative must come to the CEO for approval.

Avoidance criteria

Chance for Childhood will not accept any funding from companies or individuals directly involved in activities that run contrary to its overall charitable objectives, vision values and aims. It will not accept financial support or partnerships with organisations directly involved in any of the following activities, as we believe these activities are inherently harmful to children:

- Pornography
- Arms and weapons manufacturing, sales and export
- Intentional use of exploitative child labour or forced labour in production or sourcing processes
- Tobacco
- Alcohol

We will not knowingly prospect from such companies or individuals.

The sectors listed in the box above will be reviewed every three years with the purpose of assessing whether other sectors need to be added.

Acceptance criteria

When deciding whether to accept any particular donation, the CEO and Trustees have a duty to demonstrate to the Charity Commission that they have acted in the best interest of the charity, and that association with any particular donor does not compromise Chance for Childhood's ethical position, harm its reputation or put future funding at risk. Chance for Childhood complies with all relevant legislation, including money laundering rules, the Bribery Act and Charity Commission guidance, including terrorism and political activity.

¹ Engagement could mean "accepts financial support from..." or "works in partnership with.."

Chance for Childhood will never accept a donation or enter into a partnership that:

- Is in breach of this policy.
- Was known to be associated with criminal sources and/or illegal activity.
- Would help further a donor's personal objectives, where they conflict with those of the charity.
- Would lead to a possible decline in support for the charity, and so risk a fall in the resources available to fund its work or damage its longer term fundraising prospects.
- Would otherwise impact adversely on Chance for Childhood's reputation.
- Would lead to unacceptable risk of low returns on investment of Chance for Childhood's time, energy, and resources.
- Is in breach of any UK Government's policies and laws or the laws of any country in which we operate.

Due Diligence process

Before accepting a donation, Chance for Childhood will conduct due diligence on any gifts (anonymous or named) over £10,000 to satisfy any questions prior to, or within one month of knowing of the opportunity/donation/grant.

The purpose of this Due Diligence is to gain access to enough information to ensure compliance with the avoidance criteria.

Further points

Chance for Childhood recognises that, in accepting funding from statutory bodies, it must consider the policy implications and obligations that might be tied to it and ensure that these do not contravene the aims of the charity.

Chance for Childhood can seek to raise funds from a series of charitable Trusts and Foundations, but recognises that, simply because these have been registered with the Charity Commission does not mean that they are ethical givers. Our charity 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.

Chance for Childhood will maintain accountability and open and honest relationships with all its partners, by regularly monitoring and evaluating its work.

This statement of policy is meant as a working guide for the organisation. Any final decisions will be governed by the Board of Trustees. It is the duty of the Board to review a summary of new funding sources twice yearly and advise of any potential conflicts of interest with regards to funding or partnerships, and for the Board to act in the best interests of Chance for Childhood at all times.