



**LUDUS DANCE**

# **ETHICAL FUNDRAISING POLICY**

**Review Date:** February 2019

**Frequency of review:** Annual

**Reviewer:** Kit Abramson

**Job Title:** Business Development and Fundraising Manager

Approved by Chair of Trustees on behalf of the board.....

Date.....

## **Introduction**

This Ethical Fundraising Policy is agreed and held by the Board of Trustees. The Chair of Trustees have signed the Policy and are publicly accountable for upholding it.

## **Vision and Values**

Ludus Dance is a charity registered in England with the following charitable objects:

*To encourage and advance the appreciation of the art of dance and its associated art forms by the public particularly by providing opportunities for people to create, watch and take part in dance predominately but not exclusively in the North West of England.*

Our Board of Trustees control the overall strategic direction of the organisation and ensures regulatory and legal compliance. Operational management of Ludus Dance is delegated to the Artistic Director and Chief Executive.

## **Rationale for Fundraising**

To help guarantee the availability of ongoing funds to pay for its work, Ludus Dance 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.

In building partnerships with potential partners Ludus Dance primarily hopes to gain cash income, in-kind support or strengthen the local /regional/ national arts sector through knowledge sharing and collaboration.

## **Key Issues**

Ludus Dance has a responsibility to its stakeholders and participants to consider the ethical issues that may arise in working with or accepting funding from an external organisation/individual and the associated risks. The subsequent document sets out the decision-making course the organisation will follow when ethical dilemmas arise, and outline the approach to relationships with investment partners to ensure clarity and openness.

## **Context**

Ludus Dance actively seeks opportunities to work with external organisations and individuals to achieve shared objectives. However, it is vital that Ludus Dance maintains its independence and does not allow any external partnership to bring the name of Ludus Dance into disrepute.

Ludus Dance, therefore accepts financial support from, and partnership working with, companies, organisations, trusts and foundations and individuals on the following conditions:

- There are strong grounds for believing that it will result in a benefit to Ludus Dance's beneficiaries
- The Chief Executive and Trustees are satisfied that no adverse publicity will result from accepting such support
- There is no attempt on the part of the company or individual to influence Ludus Dance's policy or actions either explicitly or implicitly
- That partnership initiatives do not compromise the independent status of Ludus Dance's fundraising campaigns, marketing, client testimonials and services

*In addition to the above:*

- Ludus Dance does not endorse or approve the products or services of any company, or organisation whose activities run contrary to the Ludus Dances' aims
- Only Ludus Dance will have direct access to its database and beneficiaries
- In order to ensure that all of Ludus Dance's cause-related promotion reflects the values, any identified potential revenue/ income streams must come to the Senior Management team/ for approval.

## **Avoidance Criteria**

The Organisation will not accept any funding, where possible, from companies explicitly/ publically known to be involved in activities that run contrary to its overall charitable objectives / vision / aims.

## **Acceptance Criteria**

When deciding whether to accept any particular donation/ fund, the Chief Executive 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 Ludus Dance's ethical position, harm its reputation or put future funding at risk. Ludus Dance complies with all relevant legislation, including money laundering rules, the Bribery Act and Charity Commission guidance, including terrorism and political activity. Ludus Dance would therefore not accept any of the following where the donation:

- Was known to be associated with criminal sources and/or illegal activity
- Would help further a donor's personal objectives, which conflict with those of Ludus Dance
- Would lead to a possible decline in support for Ludus Dance, 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 Ludus Dance's reputation
- Is inconsistent with Government policy

## **Further Points**

Ludus Dance 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 our aims.

Ludus Dance seeks 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.

Ludus Dance 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 the organisation's aims.

Ludus Dance will maintain accountability and open and honest relationships with all its partners, by regularly monitoring and evaluating its work. This ethical 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 advise of any potential conflicts of interest with regards to funding or partnerships, and for the Board to act in the best interests of the Ludus Dance at all times.

## **Ludus Dance ethical guidelines for working with corporates, companies and Trusts and Foundations**

### **How to choose the best funding allies:**

1. Research the potential funder
2. Consider whether their record demonstrates a willingness to exercise social responsibility
3. Measure that information against Ludus values, and against our mission and brand values.

### **Look for partners which:**

- Display corporate responsibility and leadership in the community
- Make a positive contribution to society
- Have a record of socially responsible behaviour
- Have a positive public and/or product / service image
- Have a history of commitment to development-related causes
- Have responsible labour practices
- Employ responsible environmental practices

### **Discuss with the Board of Trustees any unsolicited offers of funds from prospective partners who are/practice or have overt /strong links to:**

- Animal testing
- Genetic engineering
- Human rights abuses
- Intensive farming
- Manufacture of environmentally hazardous products or chemicals
- Manufacturers and traders in the arms and weapons sector
- Mining
- Fracking
- Third world debt
- Third world marketing
- The manufacture of tobacco
- Water pollution
- Political parties/strong political agendas