# Oxfordshire Mind

## Ethical Fundraising Policy

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## Version Control

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|---|---|---|
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| Policy Author | Head of Development | |
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Information sources used:

- National Mind:  Ethical Fundraising and Investment Policy (2024).
- Fundraising Regulator: Code of Fundraising Practice.

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## Vision, mission and values

Our vision, mission and values jointly determine and steer the charity's approach to fundraising. They set out who we are and what we do as a charity, and therefore the underlying purpose of what we are raising funds to deliver. Alongside our organisation's strategy, they help guide how we talk to supporters, funders and others who raise or donate funds towards our core purpose.

Our **vision**: We won't give up until everyone experiencing a mental health issue gets both support and respect.

Our **mission**: We promote good mental health, through the provision of high-quality services and campaigning for positive change.

Our **values**:

- Striving to make mental health services more human.
- Working alongside people to help them realise their potential.
- Raising awareness, promoting understanding and challenging stigma.
- The importance of community and the benefits of mutual support.

How **we** work:

- **Open:** We reach out to anyone who needs us.
- **Together:** We're stronger in partnership.
- **Responsive:** We listen, we act.
- **Independent:** We speak out fearlessly.
- **Unstoppable:** We never give up.

## Definitions

Restricted Funds: income generated, or funds raised for a specific purpose or project. These funds are 'restricted' to and can only be spent on that purpose.

Unrestricted Funds: income generated, or funds raised without a specific purpose or project. These funds are often generated around 'general' appeals and opportunities, and contribute to the charity's mission, objectives and purpose.

## Policy scope

The Ethical Fundraising policy has been developed to provide clear parameters, and a framework for decision making in relation to how we raise funds, and the source of these. It is aligned to the national Mind Federation Values and Strategy and is designed to ensure that Oxfordshire Mind's ethics and values continue to play a central role in the decisions that are made about fundraising activities. It also highlights the need to ensure that at the same time, such decisions strike the right balance between protecting Oxfordshire Mind's reputation and acting in the best interests of our supporters, beneficiaries and staff. This policy is applied day to day by the Development/fundraising team using a range of decision-making tools and supplementary documents that align with our strategy and evolving income plans.

Oxfordshire Mind operates across Oxfordshire and in the western half of Berkshire in accordance with a Designated Area agreement with national Mind. The charity uses the working name/brand 'Mind in Berkshire' for its Berkshire activities, a name which is shared with Buckinghamshire Mind who are partners in the Mind in Berkshire programme. This policy

covers activities by Oxfordshire Mind using the Mind in Berkshire working name.[1] Oxfordshire Mind will ensure that all fundraising activities carried out on our behalf are compliant with this policy and reflect the legal and best practice standards set by our regulators, including laws that relate to data protection, money laundering and bribery.

This policy does not cover our other finance maters, such as banking, investments, pension and pay. These are addressed in the Finance Policy, and will be reviewed in line with any subsequent revisions of the Finance Policy.

This policy has been developed through a process of collaboration and seeking input from multiple stakeholders, in line with Oxfordshire Mind's approach to involvement and inclusion in all matters that relate to the management and decision-making of our organisation. Consultations were held with representatives of staff, volunteers, Trustees, and experts by experience. In addition, we have conducted an EDIE impact assessment as part of the scrutiny process. We will make this policy available publicly on our website, to provide transparency about how we accept funding and how decisions are scrutinised and made.

## Regulatory Background

National Mind

All local Mind charities are bound under the National Mind Federation Agreement to adhere to a defined group of parameters outlined in Mind's Ethical Fundraising and Investments Policy. These parameters list a number of industries that are considered incompatible with the Federation's charitable objectives and are classified as "excluded areas". These areas include any organisation or individual who has generated a material amount of turnover or wealth through activities which research suggests would be damaging to Mind, its brand and the mental health of our beneficiaries. Excluded areas are:

- Pharmaceutical manufacturers
- Tobacco
- Funding from political parties
- Pornography
- Arms/Weapons manufacturers
- Fossil fuel extractors

In addition to the "excluded areas", Mind suggests a number of high-risk or concern areas ("legitimate concern areas") where their Ethical Appraisal Group is required to consider the opportunity/donation on a case-by-case basis. These areas are given as advisory areas to be considered by local Minds but are not "excluded"; Oxfordshire Mind will apply its own tools and methods for considering these areas. "Legitimate concern areas" include cases that:

- Have a link or contribute to poor mental health (directly or indirectly)
- Do not align with Mind's objectives, strategy and values and therefore pose a risk to Mind's ability to achieve its mission.
- Have a significant reputational damage which could adversely affect future support to further the work of the charity.

[1] How fundraising activity is carried out using the Mind in Berkshire working name and in accordance with the Fundraising Regulator's requirements to explain charitable causes in ways which do not mislead will be covered by guidance developed jointly with Buckinghamshire Mind who also use the Mind in Berkshire working name. When naming 'Mind in Berkshire', for the purposes of this policy, it includes and covers all registered names (Mind in Berkshire West, Mind in West Berkshire, Mind in Reading, Mind in Wokingham).

In addition to adhering to the "excluded areas", Oxfordshire Mind adheres to the following parameters laid out by National Mind:

- Individuals who work for the excluded industries will not be excluded from donating or taking part in Mind events.
- Matched corporate donations that may be received as part of an individual's fundraising efforts are excluded from this policy.
- Mind wants its mental health training and support to be available to and benefit everyone, regardless of their employer or industry.
- Mind's mental health training, consultancy service and Workplace Wellbeing Index, will therefore be made available to pharmaceutical manufacturers and the other excluded industries.

Fundraising Regulator

As registrants of the Fundraising Regulator, Oxfordshire Mind is committed to complying with the Code of Fundraising Practice, Fundraising Promise and, by association, ensuring that all our fundraising activities are Legal, Open, Honest and Respectful.
https://www.fundraisingregulator.org.uk/code

## Our Approach to Fundraising

At Oxfordshire Mind, our fundraising activities are considered a part of how we engage with and support our community, and not simply a mechanism for generating charitable income. With anybody who supports Oxfordshire Mind, whether an individual, a corporate, a grant funder or organisation, we aim to inform them of the work we do, the services and support available to them, and engage them in becoming part of our community and charitable mission and objectives. As a result of this approach, the way in which we consider, and then promote where our fundraised income is derived from, is particularly important, and has relevance to the ethical fundraising policy.

The areas Oxfordshire Mind currently derives its fundraised income from are:

- Individual Giving; including 'in memory' gifts, legacies and philanthropic support.
- Grants; for both restricted and unrestricted income.
- Corporate support and sponsorship; including commercial participation.
- Workplace Wellbeing Training income; derived from a service provision.
- Events; including individual challenges and events.
- Community; covering organisational and group activities.

## Corporate Income

Excluded industries and training delivery

As described under the section "Regulatory Background", all commercially available training delivery by Oxfordshire Mind (workplace wellbeing, mental health first aid, EDIE) can be delivered and provided to any corporate supporter, under the premise that our charitable mission is to provide mental health support to everyone. This policy is applied to corporates in relation to any charity donations, fundraised support and sponsorship, as well as considerations for 'gifts in kind' and pro bono support, including any brand association.

In addition to the exemption of Workplace Wellbeing Training, the employees of the excluded industries will not be excluded from donating or taking part in Oxfordshire Mind events.

Matched corporate donations that may be received as part of an individual's fundraising efforts are also excluded from this policy.

Process and tools for assessments

Corporate supporters may be split into three types;

i. Those which have a "material amount of turnover or wealth" derived from excluded areas.
ii. Those which are not excluded but considered to fall under the consideration of "legitimate concern", and therefore warrant additional scrutiny[2], and..
iii. Those where there is no obvious "legitimate concern" or grounds for exclusion.

For those where there is "legitimate concern", the Head of Development will use discretion to initiate an assessment, using the ethical assessment matrix tool. We will also use this process when we are aware of an external challenge or concern. This tool considers multiple risks and benefits 'in the round', including financial value, reputation/brand, staff/service user/supporter impacts, EDIE, and stakeholder relations. The matrix seeks input from various leads across the charity and ultimately presents a recommendation to SMT for sign-off on a decision.

For corporates where there is no obvious legitimate concern, there are one or more scenarios for accepting the gift;

a. Where a company is making an unrestricted gift or donation, without deliverable outcomes, brand agreements or other services, there is a straightforward acceptance and acknowledgement of the gift.
b. Where a company is making a gift/donation, or payment that involves deliverable outcomes/outputs, joint brand agreement, or other services, Oxfordshire Mind will underpin the relationship with either a Corporate Partnership Agreement (CPA), or Memorandum of Understanding (MoU), depending on the content required.

## Additional processes and tools

Funding opportunities and donations arise frequently, which means applying a process to assess/consider them is not always possible. The consideration process arises when gifts and donations or applications are made in line with any of the associated risks discussed in the section 'Regulatory Background'.

However, for lower risk scenarios, and in the absence of the need to apply a full ethical assessment process, Oxfordshire Mind makes use of more simplified processes and tools to decide on the treatment of a gift. These include:

- Peer/team scrutiny; whereby internal scrutiny of a scenario is brought for discussion, research and opinion before deciding next steps.
- SMT/Board scrutiny; if there is additional uncertainty, or increased risk and vigilance required, assessments for a decision can be brought to the charity's senior management team and/or Board of Trustees.
- National Mind reference; we will refer to National Mind's specialist team for additional scrutiny and advice as required.

Brand use and affiliation

[2] This may include corporates flagged as having clear turnover or wealth derived from excluded areas historically.

All and any brand use of Oxfordshire Mind or Mind in Berkshire (in relation to activity within Oxfordshire Mind's Designated Area), in direct association with corporate income will be detailed under the CPA or MoU as described above. In order for a company to use and name the charity in any internal or external communications, this must be pre-agreed within the details of the separate signed agreement.

### Other areas of 'legitimate concern' for Oxfordshire Mind

In addition to the 'legitimate concern' categories identified by National Mind, Oxfordshire Mind has identified a shortlist of specific fundraising affiliations that warrant scrutiny. These were identified as part of the consultation process, and are:

- Gambling
- Alcohol
- Slavery

When considering accepting funding from corporates, grant funders and philanthropic donations, these ethical considerations will also be included in the ethical assessment process.