

Microtia UK Fundraising Policy

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Microtia UK Fundraising Guidelines Policy

1. Purpose

This policy sets out the fundraising standards, expectations, and procedures for all fundraising activities carried out in support of Microtia UK.

It applies to:

- Trustees
- Staff
- Volunteers
- Supporters
- Third-party fundraisers
- Corporate partners
- Community groups organising fundraising activities in aid of Microtia UK

The purpose of this policy is to ensure all fundraising activities are:

- Legal
- Safe
- Ethical
- Transparent
- Respectful
- Properly managed
- Consistent with the charity's values and objectives

2. Fundraising Aims and Objectives

Microtia UK aims to raise funds to support children, adults, and families affected by microtia and atresia, and to improve awareness, support, research, and access to care.

The charity's objectives include:

- For all people with microtia to receive the best possible standard of care.

- To keep up to date with medical, scientific, and technological advances within the fields of microtia, hearing, and reconstruction.
- To help parents and carers make informed choices about treatment options based on research and evidence.
- To organise annual events where families, professionals, and medical specialists can come together to share information and discuss issues relating to microtia and hearing differences.
- To educate families, schools, healthcare professionals, and the wider public about viewing difference positively.
- To develop and support psychological research relating to microtia, including self-image, wellbeing, identity, and the psychological impact of reconstructive surgery.
- To encourage and support research into improving hearing aid technology and ear reconstruction techniques.
- To raise awareness of and campaign for equal access to hearing aids and hearing support for all children with microtia, including unilateral and bilateral hearing loss.
- To develop publications, educational materials, and support resources for individuals with microtia, families, and professionals working within the field.
- To support involvement in decision-making processes at management, healthcare, and policy level where issues affecting people with microtia are discussed.
- To provide information, support, and community connection opportunities for families and individuals affected by microtia and atresia.
- To support the long-term sustainability and development of the charity.

All fundraising activities carried out in support of Microtia UK should align with these objectives and reflect the charity's values of inclusion, respect, transparency, positivity, and community support.

3. Legal and Regulatory Compliance

All fundraising activities carried out in support of Microtia UK must:

- Comply with applicable charity law
- Follow the Code of Fundraising Practice

- Comply with UK GDPR and data protection legislation
- Meet standards set by the Fundraising Regulator
- Operate in an open, honest, and respectful manner

Fundraisers must not engage in:

- Misleading communications
- Aggressive or pressurised fundraising
- Manipulative practices
- Conduct that could damage the reputation of the charity

Requests from individuals to stop receiving fundraising communications must always be respected.

4. Ethical Fundraising Standards

Microtia UK is committed to ethical fundraising and expects all representatives and supporters fundraising on behalf of the charity to:

- Treat donors respectfully
- Be transparent about how funds will be used
- Avoid placing undue pressure on individuals to donate
- Ensure fundraising materials are accurate and truthful
- Respect vulnerable individuals

Fundraising activities must align with the charity's aims, values, and reputation.

5. Approval of Fundraising Activities

Any individual or organisation wishing to raise funds in aid of Microtia UK must obtain permission from the charity before:

- Using the charity name
- Using the charity logo
- Promoting an event as supporting Microtia UK
- Claiming funds are being raised for a specific purpose

The charity reserves the right to refuse or withdraw approval for fundraising activities that may:

- Present reputational risk
- Conflict with the charity's values
- Breach legal or regulatory requirements
- Create health and safety concerns
- Do not meet the charity's objectives

Once we have received a detailed plan of the fundraising project, trustees and staff will discuss it in detail, ensuring it meets the charity objectives, and the majority must agree before the individual can start their fundraising. A fundraising limit may be imposed for projects aimed at one specific objective to ensure funds are evenly distributed.

6. Use of the Charity Name and Logo

The name "Microtia UK" and the charity logo may only be used with permission from the charity. Permission should be obtained in writing via email to the charity. Once discussed with the trustees and staff, a decision will be emailed back.

Where fundraising activities are independently organised and not managed by Microtia UK, materials must clearly state:

"In aid of Microtia UK"

The charity number must also be displayed on promotional materials where appropriate.

The logo must not be altered or used in a misleading way.

7. Transparency and Use of Funds

Fundraisers must clearly explain:

- Who they are fundraising for
- How funds will be donated
- Whether any deductions or expenses apply

Funds raised must not be used to cover event costs or personal expenses unless agreed in advance with Microtia UK.

Where expenses are deducted, this must be clearly communicated beforehand, for example:

“10% of ticket income will be used to cover event costs, with remaining proceeds donated to Microtia UK.”

No fundraiser may state that funds will support a specific project, person, or purpose unless agreed in advance by the charity. Any agreed restricted purpose must be clearly stated on all fundraising materials.

8. Donation Management and Financial Controls

Microtia UK will maintain procedures for accepting, recording, and processing donations appropriately.

Fundraisers must:

- Keep donations secure
- Maintain accurate records
- Transfer funds to the charity within 4 weeks of the event or activity
- Use designated sponsorship forms where applicable

If a sponsored activity does not take place, sponsors should be contacted and offered the option to request a refund.

Where cash is counted, this should be completed by two people whenever possible.

9. Online Fundraising

Microtia UK recommends the use of approved online fundraising platforms such as:

- JustGiving linked directly to the charity page

Fundraisers must:

- Ensure online fundraising pages accurately represent the charity
 - Not publish misleading or offensive content
 - Transfer offline donations promptly
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10. Gift Aid

Gift Aid may only be claimed in accordance with HMRC guidance.

Gift Aid cannot usually be claimed on:

- Ticket sales
 - Raffle ticket purchases
 - Auction purchases
 - Payments made in exchange for goods or services
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11. Collection Buckets and Public Collections

Public collections may require a licence from the relevant local authority.

Requirements include:

- Permission from landowners or venue managers for collections on private property
- Appropriate permits or licences before collections begin
- Safe handling and return of collection buckets

Door-to-door collections may require a separate licence from the local council.

Collectors should:

- Be aged 16 or over, or supervised by an adult over 18
 - Conduct themselves respectfully and safely
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12. Events, Risk Management and Safety

All fundraising events must be properly planned and managed to reduce risks to participants, volunteers, and the public.

Organisers are responsible for:

- Completing appropriate risk assessments
- Identifying potential hazards
- Implementing reasonable control measures
- Ensuring suitable supervision

Where required, organisers must obtain:

- Appropriate insurance
- Event licences

- Gambling or raffle licences
- Alcohol licences
- Food hygiene certification

Examples include:

- Raffles and lotteries may require licences
- Alcohol sales or supply must comply with licensing laws
- Food preparation may require food hygiene certification
- Promotions involving alcohol must not target individuals under 18

The charity may request copies of licences, insurance documents, and risk assessments before approving an event.

13. Third-Party Fundraisers and Partnerships

Microtia UK expects all third-party fundraisers, corporate partners, and volunteers acting on behalf of the charity to comply with this policy.

The charity may carry out due diligence checks where appropriate to:

- Assess reputational risk
- Review suitability of partnerships
- Ensure alignment with charity values

The charity reserves the right to decline support or partnership opportunities.

14. Conflicts of Interest

Trustees, staff, and volunteers involved in fundraising decisions must declare any actual or potential conflicts of interest.

Fundraising decisions should always be made in the best interests of the charity.

15. Data Protection

All personal data collected through fundraising activities must be:

- Processed lawfully and securely
- Stored appropriately

- Protected from unauthorised access, loss, or damage
- Retained only for as long as necessary

Fundraisers must comply with UK GDPR and the charity's data protection procedures.

16. Paying Funds to the Charity

Funds raised may be paid to Microtia UK:

- Online via approved payment methods
- Through approved online fundraising platforms
- By cheque
- By other methods agreed by the charity

The charity will provide current payment details upon request.

17. Monitoring and Review

This policy will be reviewed regularly by the trustees to ensure compliance with legal, regulatory, and operational requirements.

Microtia UK reserves the right to amend this policy at any time.

Policy Owner: Board of Trustees

Organisation: Microtia UK

Review Frequency: Every 2 years or sooner if required

Approval Date: _____

Next Review Date: _____