

WINCHESTER CITY



PENGUINS

Policy name:	WCPSC Partnerships and Fundraising Policy
Policy agreed	January 2019
Policy effective from	January 2019
Frequency of review	Annual
Renewal date	January 2020
Profile	External document

Introduction

Winchester City Penguins Swimming Club (WCPSC) is pleased to work in partnership with companies, other charities, trusts and major donors where such partnerships support our goals. Working with partners presents valuable fundraising and awareness raising opportunities, and can include in-kind contribution of gifts / prizes, grant funding, sponsorship or commercial relationships. The benefits of such arrangements are clear but partnership working also presents some level of risk. This policy sets the principles by which WCPSC will enter into partnerships and ensures that all partnerships are consistent with the aims of the charity.

This policy seeks to work within the legal framework for fundraising as determined by the Charity Commission and to current best practice guidelines, as set out by Institute of Fundraising.

Working with partner organisations / donors

In principle, the management team are expected to accept money given to the charity for purposes consistent with the charity objects, but the trustees have discretion to consider other factors relevant to the charity's best interests.

The objects of WCPSC is to promote the participation of the community in competitive swimming and other related activities by the teaching, development and practice of these activities.

The Charity accepts donations on the clear understanding that the funder can have no influence over the freedom and independence of WCPSC.

The charity's criteria for selection for squad or competitions are fully independent of philanthropic support of the charity. In addition any gift or grant will not affect any individual member nor have a bearing on any dispute between a swimmer and the charity.

WCPSC will apply the following principles when making decisions to work with organisations / donors. All partnerships will be based on the principles of integrity and openness and will bring benefit to WCPSC through funding or supporting WCPSC to achieve its goals.

1. When deciding whether to refuse a donation, WCPSC must only do so if to accept it would be more detrimental to the charity being able to achieve its objectives than rejecting it. Making this decision will involve a careful analysis of the risks of accepting a donation, balancing this against the benefit that will be obtained. These matters will be decided on a case by case basis, referenced against this policy. Donations to WCPSC should only be rejected in exceptional circumstances, namely when:

- It would be unlawful to accept it (e.g. the organisation knows that the gift comprises the proceeds of crime); or
- Accepting the donation would be detrimental to the achievement of the purposes of the organisation, as set out in its constitution. This anticipated detriment must be set against the benefit of having the funds from the donor, which would enable the organisation to pursue its purposes.

2. There may be instances whereby WCPSC is offered donations from sources not in line with the charity's values. Although ethics and values will be important in reaching the decision, these will not be the decisive factors. WCPSC will need to be able to demonstrate that acceptance of the donation would be detrimental to the achievement of its purposes. For example, it may be evident that the acceptance of a donation would most likely lead to:

- The loss of donations from other supporters or funders at least equivalent, over the long term, to the value of the donation
- The loss of volunteers whose services would be at least of as great value as the donation
- The loss of staff or inability to recruit staff.

3. For WCPSC, potential partnerships should be more carefully considered when;

- a company whose product or service is considered to be detrimental to participation in sport or healthy lifestyles, for example tobacco, or alcohol companies, or food and drink companies selling high sugar / fat products
- a company may be considered a competitor to the provision of our services

4. Any partnership will not compromise the independent status of WCPSC.

Fundraising activities by Club Staff and Volunteers

No individual, employee or volunteer, should request a donation on their own initiative without first consulting the CEO at an early stage. WCPSC will apply the following principles when performing fund raising activities involving members of the public including members of the club.

1. The fundraising purpose and financial targets must be defined and agreed in advance with the Management Team. The management team must ensure that the purpose is in line with the objects of the charity and/or strategy.

2. An outline of the plan and activities for the fundraising (e.g. Car Boot sales, Letters or request, publicity, refreshment sales at club events) must be shared and agreed with the management team in advance.
3. If the activity requires an expense (e.g. publicity, donation, equipment etc.) then the budget must be approved in advance with the management team. These costs must be allocated from the club and not paid for by proceeds from donations. This does not include the purchase of goods for sale at a profit and these costs can be taken directly from the proceeds of the sale.
4. All donations collected and received must be 100% allocated for the defined and approved purpose.
5. The management team must be informed if the purpose as defined cannot be delivered or is not required after the donations have been received. It may be appropriate for the management team to provide a proposal for Board approval on how the funds should be used alongside a communication plan to donors if required.

Decision-making

Individual fundraisers / staff can make decisions on new fundraising partnerships, informed by this policy and with the support of the Management Team, up to £500, including the cash equivalent of in-kind gifts and contributions. Significant partnerships that potentially contribute £501 - £1,000 need to be referred to the Management Team for decision. Significant partnerships that potentially contribute in excess of £1,000 need to be referred to the Management Team ahead of a decision being made by the Board of Trustees. If a financial contribution is offered more than once within a financial year, it is the combined amount for that year that signifies who makes the decision.

Proportionate due diligence should be undertaken with new partners / donors, checking the legitimacy and reputation. If a donor is a charity, its registration and details can be checked with the relevant charity regulator, for example in the case of England and Wales on the Register of Charities. If the donor is a company, its details can be checked on the Companies House website. The organisation's website or other internet search engines can be used.

Management of partnerships

All significant partnerships will have an appropriate, formal agreement, for example a memorandum of understanding, detailing the terms of the partnership including details of the partnership activity, payment terms and conditions, logo usage and approvals procedures.

All significant partnerships will be reviewed annually to ensure they continue to be mutually beneficial and that partnership KPI's are being met.

When working with partners with a commercial interest in sport, we will, where linked to political or campaigning activities, seek to work with a minimum of two partners in order to maintain independence and impartiality.

The process of researching the activities of a potential partner to assess the suitability of a proposed partnership might not always be straightforward. In addition to researching the income generating activities of the organisation, WCPSC will review the wider philosophy and ensure that it is a good fit with our constitutional objects.