

## Growing Hope Supporter Engagement & Fundraising Policy

Growing Hope trustees have overall responsibility and accountability for their charity and this includes its supporter engagement and fundraising. Trustees have a key role to play in setting the charity’s approach to engaging with supporters, raising funds and making sure that this approach is followed in practice and reflects the charity’s values. The Charity Commission expects charities that fundraise to do so in a way which protects the charity’s reputation and encourages public trust and confidence in their charity. This includes following the law and recognised standards, protecting charities from undue risk, and showing respect for donors, supporters and the public.

In conjunction with the charity commission guidance to trustees for fundraising (CC 20) this policy has been created to provide Growing Hope’s approach to its fundraising and support engagement.

At every level Growing Hope endeavour to engage supporters and potential supporters in the work of the organisation. Supporters are categorised into three clusters in order that our communication and engagement with supporters is consistent:

Cluster	Who	Purpose	Aim	Frequency
Hope Growers	Individuals who volunteer regularly, give large one – off gifts or give regularly to Growing Hope.	Thank regular supporters and donors, demonstrate how we’re using time, resources, and gifts. Positive story telling.	Retain and engage Hope Growers.	Monthly retention email and ad-hoc updates.
General Supporters	Individuals who are interested in Growing Hope but aren’t yet giving or volunteering.	Engage and deepen relationships with those who have started to engage with Growing Hope (e.g. newsletter sign up, one off volunteer, one off event attender).	Recruit new givers and regular volunteers by building engagement.	Monthly Growing Hope news and ad-hoc updates.
Churches & Organisations	Existing churches and partner organisations.  Potential churches and partner organisations.	Engage churches and organisations who sign up to hear more about Growing Hope.	Develop relationships with churches and organisations.	Quarterly update – Two strands, one for existing partners and one for potential.

Growing Hope fundraising can be split into two types:

1. Fundraising for Growing Hope (Umbrella) is needed to fund the following:
  - Clinical supervision
  - Clinical training
  - Clinic set-up costs (first 3 months costs)
  - Data management
  - Central insurance policy (all clinics)
  - Staffing costs for the running of the umbrella charity
2. Fundraising for Growing Hope Local is needed to fund the following:
  - Staff salaries
  - Assessment costs
  - Equipment
  - Clinic running costs

It is recommended that each charity should have a trustee responsible for fundraising. As this role can be quite onerous and provide many challenges the trustee board may wish to allocate two or more trustees to being a part of the fundraising sub-committee. Growing Hope requests that in addition to the legal responsibilities of the trustee and staff roles that everyone plays their part in fundraising to enable Growing Hope to continue their work. This includes, but is not exclusive to, the following activities: sharing Growing Hope with personal and professional networks, attending all Growing Hope events, making funding requests, and donating to Growing Hope where possible.

Each local Growing Hope charity should have a sub-committee consisting of at least two trustees, the Lead Therapist and Clinic Manager and at least two volunteers. This sub-committee should meet on a monthly basis to discuss current grant applications, events and fundraising progress. An example agenda for this meeting is found in the appendix.

Operating effective control over the charity's fundraising is a vital part of the trustee's compliance with their legal duties. Three of them are particularly relevant to this policy:

- acting in the best interests of the charity.
- managing the charity's resources responsibly, which includes protecting and safeguarding its reputation.
- acting with reasonable care and skill.

Below is a summary of the principles which each trustee should follow to help meet their responsibility for the charity's fundraising.

### **Planning effectively:**

This is about agreeing or setting, and then monitoring, the charity's overall approach to fundraising. The fundraising plan should also take account of risks, the charity's values



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and its relationship with donors and the wider public, as well as its income needs and expectations.

### **Supervising your fundraisers:**

This is about trustees having systems in place to oversee the fundraising which others carry out for the charity, so that trustees can be satisfied that it is, and remains, in the charity's best interests. It means delegating responsibly so that the charity's in-house and volunteer fundraisers, and any connected companies, know what is expected of them. If a trustee employs a commercial partner to raise funds for the charity, the arrangement must be in the charity's best interests and comply with any specific legal rules and standards that apply.

### **Protecting the charity's reputation, money and other assets:**

This means ensuring that there is strong management of the charity's assets and resources so that we can meet our legal trustee duty to act in our charity's best interests and protect it from undue risk. It includes ensuring that there is adequate consideration of the impact of the charity's fundraising on its donors, supporters and the public, making sure that the charity receives all the money to which it is entitled, and taking steps to reduce risk of loss or fraud.

### **Identifying and ensuring compliance with the laws or regulations that apply specifically to the charity's fundraising:**

The legal rules that apply to various types of fundraising can be detailed and complex. They cover compliance in important areas such as with data protection law, licensing, and working with commercial partners. There are new rules in the Charities (Protection and Social Investment) Act 2016 which affect some charities that fundraise. Trustees should make sure that the charity has access to sufficient information and appropriate advice to ensure that its fundraising complies with all relevant legal rules.

### **Identifying and following any recognised standards that apply to the charity's fundraising:**

These are in the Fundraising Regulator's [code of Fundraising Practice](#). The Code outlines both the legal rules that apply to fundraising and the standards designed to ensure that fundraising is open, honest and respectful. The Commission expects all charities that fundraise to fully comply with the Code. [www.fundraisingregulator.org.uk/code-of-fundraising-practice](http://www.fundraisingregulator.org.uk/code-of-fundraising-practice)

### **Being open and accountable:**

This includes complying with any relevant statutory accounting and reporting requirements on fundraising and using reporting to demonstrate that the charity is well run and effective. In our fundraising communications it is about being able to effectively

Providing free therapy for children and young people with additional needs and their families in partnership with local churches across the UK.



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explain our fundraising work to members of the public and the charity's donors and supporters.

**The approach:**

Growing Hope fundraising approach should be directed around grant applications, local business and personal donations (including regular giving). Other forms of fundraising should include fundraising events such as charity balls and sponsorship.

**The planning:**

Each trustee responsible for fundraising is to prepare a plan for the amount of funding required. This plan should be shared with the other charity trustees and agreed at a trustees meeting. The plan should include which organisations will be approached for grant applications/donations and what level of donations are required by regular giving.

**Monitoring the Plan:**

The plan should be reviewed regularly at each trustee meeting to see the progress of the fundraising. Successes and disappointments should be recorded and the plan should be adjusted accordingly to ensure that the target is going to be met.

Date Adopted: **Feb 2018**

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This policy should be read alongside other Growing Hope policies.



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Appendix 1 – Example agenda for a monthly supporter engagement sub-committee

**Supporter Engagement meeting agenda:**

**Date:**

**Time:**

**Location:**

**Attendees:**

Agenda:

- 1) Pray
- 2) Grants update
- 3) Regular giving/ one off giving update
- 4) Update Salesforce, review reports and any targeted actions
- 5) Events / supporter engagement campaigns
- 6) Design and marketing – send any requests to Growing Hope (umbrella)
- 7) Fundraising strategy review
- 8) AOB
- 9) Close in prayer