

Growing Hope Fundraising and Supporter Engagement Policy

The Growing Hope Trustees at both national and local charity level have responsibility and accountability for their respective charities, including supporter engagement and fundraising. This responsibility is delegated on a day to day basis to the Clinic Manager for each clinic and to the Director of Growth for the national charity.

The Director of Growth and the National Fundraising Manager play a key role 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 across the local Growing Hope charities. The network of national trustees also support local fundraising campaigns.

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.

The Charity Commission has produced guidance for fundraising (CC 20) and alongside this, this policy has been created to provide an understanding of Growing Hope’s approach to fundraising and supporter engagement.

Growing Hope is an active member of the Fundraising Regulator.

At every level, Growing Hope endeavours 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 storytelling.	Retain and engage Hope Growers.	Monthly Growing Hope news and ad-hoc updates.
General Supporters	Individuals who are interested in Growing Hope but aren’t yet giving or volunteering. These include our social media followers.	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 attendee).	Recruit new givers and regular volunteers by building engagement.	Monthly Growing Hope news and ad-hoc updates.
Churches & Organisations	Existing churches and partner organisations.	Engage churches and organisations who sign up to hear more about Growing Hope.	Develop relationships with churches	Termly update

	Potential churches and partner organisations.		and organisations.	
--	---	--	--------------------	--

Growing Hope fundraising can be split into two types:

1. Fundraising for Growing Hope’s national charity 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)
 - Centralised functions including finance, HR, operations, marketing and communications
 - Staffing costs for the running of the national charity
 - Centrally-based projects including, but not limited to Accessibility Training and Awards and training volunteer course and group facilitators
 - Distribution of funds to local clinics from consortium grants
2. Fundraising for Growing Hope’s local clinics is needed to fund the following:
 - Staff salaries
 - Assessment costs
 - Equipment
 - Clinic running costs

Each charity should have a trustee responsible for fundraising.

Each local Growing Hope charity should have a fundraising sub-committee consisting of at least two trustees, the 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. Support for the recruitment of volunteers, running of this meeting and actions of fundraising volunteers will be provided by the Network Development Manager and Fundraising Manager (national charity staff). An example agenda for this meeting is found in the appendix.

Growing Hope requests that in addition to the legal responsibilities of the trustees, Director of Growth and Fundraising Manager, each staff member and trustee plays their part in fundraising to enable Growing Hope to continue its 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.

Operating effective control over the charity's fundraising is a vital part of the role of the Director of Growth, the Fundraising Manager and of trustees. Each has to ensure compliance with their legal duties¹, four of which 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.
- assessing for risks and assumptions, and suggesting mitigations and contingencies

Below is a summary of the principles which the Director of Growth, Fundraising Manager, Clinic Manager and 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 and its relationship with donors and the wider public, as well as its income needs and expectations. The Fundraising Manager will support the set up and roll out of the fundraising plan for local clinics.

Supervising your fundraisers:

This is about having systems in place to oversee the fundraising which others carry out for the charity, so that they 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 commercial partner is employed 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. The Network Development Manager and Fundraising Manager (national staff) will support Clinic Managers with the management of fundraising volunteers.

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 duty to act in our charity's best interests and

¹ Various laws govern different aspects that impinge upon fundraising. These include: Charities (Protection and Social Investment) Act 2016, Charities Act 2006, Charities Act 1992, Data Protection Act 2018, General Data Protection Regulation (GDPR), Safeguarding Vulnerable Groups Act 2006, Equality Act 2010, Payment Card Industry Data Security Standards (PCI-DSS), Fundraising Regulator Code of Fundraising Practice, Institute of Fundraising Treating People Fairly Guidance, Gambling Act 2005, Mental Capacity Act 2005, Bribery Act 2010

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

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

Ethical fundraising

Growing Hope upholds a strict ethical fundraising policy and is committed to ensuring that all sources of funding align with our values. By adhering to this policy, we maintain our integrity, protect the well-being of those we serve, and ensure that our fundraising efforts reflect our commitment to positive social impact.

To uphold our values and integrity, we reserve the right to refuse any donation that does not align with this statement.

The choice to decline a donation is subject to review by our leadership team to ensure compliance with this policy. When a donation is declined, we will communicate our decision respectfully and, where appropriate, suggest alternative ways for the donor to support our work. If necessary, Growing Hope leadership team will refer these decisions to the Chair of Trustees.

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

Fundraising from vulnerable adults

We recognize that some donors may be vulnerable due to age, illness, disability, financial hardship, or other circumstances. Our approach to fundraising ensures that all individuals are treated with dignity and are not pressured or exploited in any way.

We will take reasonable steps to identify and protect individuals who may be vulnerable, ensuring they are fully informed and able to make independent decisions about giving.

We will not knowingly accept donations from individuals who lack the capacity to make an informed decision or who may be in distress at the time of giving.

If concerns arise regarding a donation from a vulnerable individual, we will assess the situation carefully and, where appropriate, offer a refund.

The planning:

The Growing Hope budget year matches the calendar year: January 1st to December 31st.

The Fundraising Manager is responsible for preparing a fundraising income budget for Growing Hope National each year.

The Clinic Manager is responsible for preparing a fundraising income budget for the Growing Hope local charity.

Budgets and targets are set by the beginning of September of the year prior to the budget on a three year basis and plans for raising funds will be supported by the Director of Growth and Fundraising Manager (national staff). This budget should be shared with the other charity trustees and agreed at a trustees meeting.

The budget will forecast the expected income for Individual Giving, Organisational Giving and Training and Consultancy Income, broken down into sections. Contingency plans will be provided where necessary, especially when there is a forecast to dip into reserves or the previous year's income target was not met. The Director of Growth and the Fundraising Manager will provide the detail for this.

Monitoring the Plan:

The plan should be monitored 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 minimum reserves level is maintained. Small and temporary drops below the reserves level is permissible, provided there is income anticipated to restore the balance.

It is permitted to budget for a net loss in a year when cashflow at the beginning of the year is much higher than the reserves needed, for example when a multi-year grant is donated in one lump sum.

Processing and managing donations

All donations will be used for the purposes for which they were given, as designated by the donor, where applicable. Unrestricted donations will be allocated where they are most needed to advance our mission.

We maintain clear records of all donations and ensure compliance with legal, financial, and regulatory obligations.

We provide regular reports and updates to donors on how their contributions are making an impact.

Donors have the right to request information about how their donation has been used.

We respect donor privacy and handle personal information in compliance with data protection laws.

Donors have the right to remain anonymous and to opt out of communications at any time.

Date Adopted: **Feb 2018**

Date Reviewed: **March 2025**

This policy should be read alongside other Growing Hope policies.

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 (national)
- 7) Fundraising strategy review
- 8) AOB
- 9) Close in prayer