

# Alzheimer's Society

## Fundraising Policy

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Policy and procedure apply to:		Employees: All	Volunteers: All
		Contractors: All	Other: non defined
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### 1. What you need to know

This policy outlines Alzheimer's Society's approach to Fundraising, including the way we approach refunds and accept donations from vulnerable people. This policy complements our other organisational policies, guidance and procedures, which help us to comply with the Fundraising Regulator's Code of Fundraising Practice.

**Fundraising:** we exist to improve the lives of people affected by dementia, by raising funds to support them. As demonstrated in our Fundraising Philosophy, we are continuously striving for excellence in our Fundraising activities, using best practice and meeting our obligations as responsible fundraisers.

**Refunds:** in addition to the position outlined in our Ethical Donation policy, we outline the circumstances in which we would refund someone's donation, as well as when we will refuse a refund request.

**Donations from vulnerable people:** as an organisation supporting people affected by dementia, it is inevitable that we will be offered donations by people who may be in vulnerable circumstances. We will be alert to any signs that an individual cannot make an informed decision when donating.

### 2. How we work here

#### Fundraising

All our people, whether in Fundraising or elsewhere, support us in our efforts to raise money for people affected by dementia. Our Fundraising Philosophy shows how we approach fundraising in practice. We aspire to be trusted experts, work effectively with external and internal shareholders and grow and develop our events, individual giving, high value, legacies and regional engagement.

#### Donations from individuals in vulnerable circumstances

As an organisation supporting people affected by dementia, it is inevitable that we will come into contact with people who may be in vulnerable circumstances or need additional support to make an informed decision about making a donation.

Each supporter is an individual with a unique background, experience and circumstance, when interacting with supporters we must always do what we can to enable the supporter to make an informed decision.

If it is apparent that a potential donor is not able to make a decision, or that they are in vulnerable circumstances which mean that they may not be able to make an informed decision, the Society must not accept the donation at that particular time.

### **Refunding Donations**

Requests for refunds are managed by our Fundraising and Marketing Support team. Our policy only covers fundraising donations and not products bought from the online shop.

### **Where we can provide a refund**

There are limited circumstances in which we can provide a refund. Some examples are listed below:

- An administrative error or unauthorised transaction. For example:
  - Where it is obvious that a supporter has accidentally paid us more than they intended.
  - A duplicate payment is made by a supporter, either through user error or due to a website taking payment more than once.
- An event is cancelled, or a supporter is no longer able to take part in an event, and requests a return of their donation and any registration fees (registration fees are not a donation but would be refunded to comply with their consumer rights).
- If the terms and conditions of the gift provide for it to be returned in particular circumstances. For example, if an appeal for restricted funds raises more than required, or where an appeal for a particular purpose fails to raise sufficient funds to achieve that purpose.
- An Ex-Gratia payment will only be permitted where the charity has received approval from the Charity Commission for England and Wales. See the Donation Refund Guidance for full details on how we approach Ex-Gratia payments .
- Payments made through our gambling products can be refunded in line with our Gambling guidance.

### **Grounds for refusing a refund request, include:**

- The request falls outside of the criteria outlined above.
- An individual requests a refund on behalf of someone else (unless they are their legal guardian or have power of attorney over the individual).
- A supporter requests that a refund is paid to a different source (for example, to a relative or another charity). All refunds should be made to the original source, to reduce the risk of fraud or money laundering.

You should now read the Donation Refund Guidance for details about how refunds are processed.

## **3. What to do if things go wrong**

We adhere to the Fundraising Regulator's Code of Fundraising Practice. All fundraising activity must be carried out according to this code and all relevant legislation. Failure to follow this policy would be a serious risk to our organisational reputation and ability to generate income, putting us in breach of the Code of Fundraising Practice. Appropriate disciplinary action will be taken as a result of this policy not being followed. The consequences of not following this policy will differ, depending on the particular area of Fundraising. We therefore encourage our people to contact their manager or the Policy Owner if they have any questions about how to implement this policy.

**Fraud:** any suspicious donation activity must be reported to the Nominated Fraud Officer at the earliest opportunity, using the Society's Counter Fraud and Theft Policy. You must not advise anyone who you think may be involved that you intend to report a matter. Nor should you attempt to investigate any matter yourself or put yourself at any risk in gathering information about an incident.

#### 4. Further information

- **Read our Fundraising Philosophy** for more information on how we do Fundraising in practice.
- **Read our Donations from Vulnerable People Guidance** for details of how we approach accepting donations from vulnerable people.
- **To make a refund claim**, read the **Donation Refund Guidance** and contact the Fundraising and Marketing Support team for a Refund Request Form.

#### 5. Supporting documents

[Ethical Donation Policy](#)

[Ethical Investment Policy](#)

[Fundraising Philosophy](#)

[Counter Fraud and Theft Policy](#)

[Donations from Vulnerable People Guidance](#)

[Complaints and Compliments Policy](#)

[Donation Refund Guidance](#)

[Fundraising Licensing Policy](#)

#### Document details

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