



ETHICAL FUNDRAISING POLICY

AVOIDANCE CRITERIA

When deciding to avoid or refuse any particular donation, offer of support or partnership, the CEO and Trustees will use the conditions listed below under Acceptance Criteria to decide on a case by case basis.

CAUSE RELATED MARKETING, AFFINITY MARKETING AND PRODUCT/SERVICE ENDORSEMENT

The GWT does not endorse or approve the products and services of any company.

The GWT will not share or sell access to its database of supporters, local branches and beneficiaries.

ACCEPTANCE CRITERIA

When deciding to accept any particular donation, offer of support or partnership, the Chief Executive Officer and Trustees have a duty to demonstrate to the Charity Commission that they have acted in the best interests of the Charity, and that association with any particular donor does not compromise the GWT's ethical position, harm its reputation or put future funding at risk.

The GWT complies with all relevant legislation including money laundering rules, the Data Protection Act 2018, the General Data Protection Regulation (GDPR), the Bribery Act 2010 and the Charity Commission and Fundraising Regulator guidelines.

The GWT would therefore not accept any support or donation where the donation:

- Was known to be associated with criminal sources
- Would help further the donor's personal objectives when they conflict with those of the GWT
- Would lead to possible decline in support for the GWT, and so risk a fall in resources available to fund our work
- Would otherwise damage our reputation
- May harm relationships with partners, donors or stakeholders.

TRANSPARENCY

The GWT will undertake to communicate this policy to all its stakeholders.