

Ethical fundraising policy

PART ONE: SCOTTISH SEABIRD CENTRE OBJECTIVES

Who we are

1. The Scottish Seabird Centre is a conservation and education charity (Registered Scottish Charity no. SC025837). We are based in North Berwick, East Lothian and operate throughout Scotland and more widely. Our vision is to *“Help ensure that Scotland’s marine environment is healthy, wildlife-rich, valued and enjoyed by all”* and we work towards this by *“Inspiring and educating people about the Scottish marine environment, motivating people to care for it and supporting conservation projects”*. Our charitable work is delivered through four strategic pillars of conservation, education, community and experience.
2. Our work is underpinned by a not-for-profit visitor experience - the Scottish Seabird Centre Trading Limited (registered Company no. SC183214) - and net income generated is re-invested in the Charitable objectives.
3. We proactively seek and engage in conversations with any individual, Foundation or Trust and corporates to build strong partnerships that align with our respective objectives and priorities.
4. The support of members and fundraised income from individuals, companies, statutory sources and charitable Trusts is vitally important to us.

Benefits of a funded partnership with us

5. The core aim of developing a partnership with one another is to pursue a shared goal towards achieving aligned core objectives and outcomes and to gain insights and experience from each other.
6. There are a range of benefits that are associated with the development of a partnership with the Scottish Seabird Centre which is a charity of strong repute. These include:
 - Demonstrating you are committed in the medium to long term to supporting conservation, education, community and experiences that inspire people to care for Scotland’s marine environment.
 - Demonstrating and progressing commitments towards achieving the UN Sustainability Goals, primarily 4 Quality Education, 13 Climate Action, 14 Life Below Water and 15 Life on Land.
 - Demonstrating how your team’s skills are helping to support a third sector organisation develop its capacity, capabilities and resilience.
 - Gaining access to the resources – our Centre and wildlife boat experiences – on special terms for your business.

- Opportunities to feature in our annual review, website, social media sites and members newsletter, as well as appropriate press and publicity coverage.
 - Providing joint opportunities to communicate the range of beneficiaries and impact of the activities supported.
7. Other benefits may emerge as we develop and agree the partnership arrangements and we would be delighted to explore these with potential donors.

What we gain from a partnership

8. We recognise and value the wider range of benefits that partnerships can bring to the Scottish Seabird Centre including:
- Access to knowledge, skills and expertise that will help us strengthen our organisation.
 - Greater financial sustainability over the medium-long term which enables to invest in and grow our charitable activities, the beneficiaries and impact that we have.
 - Insights and intelligence on different sectors that helps us tailor our offer for maximum impact.
 - Access to wider networks within your sector who may also be interested in developing a partnership with us.

PART TWO: ENVIRONMENTAL, SOCIAL, GOVERNANCE CONSIDERATIONS

1. We embrace conversations with potential partners and use these to strengthen together the policy and practice around Environmental, Social and Governance (ESG) considerations.
2. We are seeking to work with partners who can demonstrate evidence of, and a commitment to, good policy and practice in relation to the following areas. We look to see how information on performance is tracked and evaluated as part of this process.
 - **Environmental** – evidence of a commitment towards sustainability and environmental stewardship being embedded in the business, such as sustainable purchasing policy, plan to achieve net zero emissions, support for nature enhancement. Kitemarks demonstrating good practice are encouraged (e.g. BSI Kitemark or Planet Mark). We would be happy to work with partner organisations to enhance the approach, where resources allow.
 - **Social** – evidence of the policies and relationship that the donor has with its employees and the communities that it works within, its corporate giving record and the political or public stance taken on issues. Evidence of fair wages and sound human resource policies that treat employees with dignity and respect.
 - **Governance** – evidence of good governance through Board/Committee structures and the appropriate/timely filing of financial information.

3. We recognise that in delivering positive conservation and education benefits our work may also have some adverse impacts on the environment. Our main environmental impacts arise from greenhouse gas emissions from energy use and travel, waste generation, water use, and the use of non-renewable resources.
4. We are committed to continual improvement in our own environmental performance, to meeting our statutory environmental obligations and to reducing our environmental impacts. We have a dedicated Green Team in place representing all departments, which seeks to implement positive change across all areas of our work, including individual behaviours and organisational policies and practice.

Refusing donations

5. We reserve the right to refuse donations, or withdraw from a partnership, where we believe that:
 - The donor organisation's area of work has a direct, negative impact on our vision and purpose.
 - The donor organisation's values are in contradiction with our own.
 - We perceive that our right to editorial control of materials and publicity related to the partnership has been compromised.
 - Negative press or publicity arises due to poor practice and is assessed as being likely to have a significant impact on our reputation and other supporter relationships.
 - The resources required to steward and support the proposed donation exceeds the potential gain to our Charity.
6. The Scottish Seabird Centre may also consider refusal in cases where review of an organisation's reporting, financial administration, or the activities of persons of significance within the company indicate misuse of funds, dishonest activity or similar areas of concern.
7. We will always work with potential supporters to try to address any areas of concern and to agree the conditions under which a partnership may be considered in future and the timescale for review. Once agreed outcomes related to the concerned areas are achieved, within an agreed timeframe, the Scottish Seabird Centre would re-activate conversations about entering into partnership.

PART THREE: SCREENING AND DELEGATED AUTHORITY

Levels of authority

1. The authority to accept a grant or donation is set out in the Financial Delegations Framework approved by the Scottish Seabird Centre's Board on the 25th March 2021. (See Table 1).
2. Acceptance of a grant or donation must be assessed against the Charity's Strategic Plan and 3-year business plan priorities as well as the Ethical Fundraising Policy. If there are

any issues of concern which fall outwith the scope of the policy these should in the first instance be discussed with the CEO and the Chairman to agree the most appropriate course of action.

3. To screen and keep a record of the contact, assessment and decisions taken the following template process will be followed by the person who has initiated or recommended a relationship or on their behalf by a member of the Senior Management Team or Project Officer.

Table 1 – extract from Financial Delegations Framework

Grants/Donations		
Authority to submit an application/'ask' and to accept funding up to this value		
	>£150k	Chairman or an authorised Trustee signatory
	≤£150k	CEO
	≤£60k	Fundraising Manager
Authority to accept funding offers with unusual conditions or reputational issues		
High risk Source of funding may be from a source not fully aligned with our policy decision framework and/or the level of acknowledgement appears disproportionate to the funding offer or requires reputational management	>£100k	Board
Medium risk Source of funding may require management of reputational risks but is aligned with our corporate and ethical and fundraising policy decision framework	Medium Risk ≥£50k - £100k	CEO and Chairman
Low Risk Aligned with our policy but we need to satisfy ourselves that the conditions can be met and managed.	<£50k	CEO/SMT

Risk assessment and management

4. Working with a funder, donor or corporate carries both benefits and risks with it and so it is important to research the background and to consider whether any issues that emerge can be mitigated or controlled by taking particular steps and placing certain conditions on the funding. This assessment process however does require value judgements to be made.
5. We will assess alignment against our Strategy and Business Plan priorities and risk against the principles of the Environmental, Social, Governance framework with assessors asking questions/looking for evidence that includes the areas set out in Table 2.

Table 2: Risk Assessment

Topic	Areas to probe	Y/N?
Environmental		
<p>Evidence of a commitment towards sustainability and environmental stewardship being embedded in the business (e.g. sustainable purchasing policy, plan to achieve net zero emissions, support for nature enhancement. Kitemarks demonstrating good practice are encouraged (e.g. BSI Kitemark or Planet Mark).</p>	<p>Is a sustainability policy in place and targets/performance actively reported on?</p> <p>Is there evidence of a proactive approach to environmental enhancement on public-facing materials?</p> <p>What relevant kitemarks/awards have been gained?</p>	
Social		
<p>Evidence of the policies and relationship that the donor has with its employees and the communities that it works within, its corporate giving record and the political or public stance taken on issues. Evidence of fair wages and sound human resource policies that treat employees with dignity and respect.</p>	<p>Are the values of the organisation aligned with our values?</p> <p>Is there a corporate social responsibility policy in place?</p> <p>Are appropriate Human Resource policies in place?</p> <p>Are there examples of providing funding or in-kind support within /to communities?</p> <p>What’s the public’s perception of the company?</p>	
Governance		
<p>Evidence of good governance through Board/Committee structures and the appropriate/timely filing of financial information.</p>	<p>How long has the company operated?</p> <p>Is the company financially sound? Are financial records submitted in a timely manner?</p>	
Equal Partnership	<p>Is there a risk that the benefits to the donor outweigh those to the Charity?</p> <p>Is the level of donor recognition profile being sought appropriate to the scale of donation?</p> <p>Is the donor looking for any control over our content production and/or communications?</p> <p>Can the donor provide additional support e.g. pro-bono or volunteering time?</p>	

Table 3 – Screening outcome and decision record

Screening and Decision Record	
DETAILS OF PROSPECT	
Name of company:	
Location/s:	
Area/s of work:	
Main contact individual/s:	
<i>Name, title, area of work</i>	
Brief history of contact to date (if any):	
DETAILS OF POTENTIAL SUPPORT	
Contact initiated by <i>(e.g. example, company contact via website, mutual contact e.g. Trustee / staff member / volunteer, Scottish Seabird Centre approach in discussion)</i>	
Financial benefit type <i>(e.g. gift / gift in kind value, duration, any proposed restrictions)</i>	
Resource (time & finance) implications for the Charity <i>(e.g. events, volunteering support, marketing or communications, reporting)</i>	
Benefits to the Charity <i>(e.g. activities supported, networks, skills/expertise, opportunity from brand association)</i>	

Risks to the Charity <i>(e.g. constraints, marketing brand, communications, reputational, health & safety, financial)</i>	
DELEGATED AUTHORITY AND DECISION	
Completed By <i>(name, position, date)</i>	
Recommendation <i>(summarise benefits and risks to make it clear what you have used to inform the overall recommendation)</i>	
Delegated Authority for Sign Off <i>(name, position, date)</i>	
Decision	
<i>Please indicate whether Approved, Rejected or returned for further development</i>	

Policy Reviewed by: Charity Board [June 2021]

Policy Date approved: Charity Board [September 2021]

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