



Fundraising Policy

Created / updated by	Head of Fundraising - Donna Quinlan
Ratified by	CEO – Karen Walker
Creation Date	24/01/18
Updated Date	30/06/25
Review Date	June 2027

Date of Update	Sections Updated
30/06/25	7.1

1. Introduction

- 1.1. Multiple System Atrophy Trust (MSA Trust) is committed to our charitable aims, and fundraises to provide support, to people affected by MSA, and research into the causes of MSA and ultimately its cure. We abide by the Fundraising Regulator's Promise in being open, honest, fair and legal.
- 1.2. This policy seeks to cover the ethical issues and social responsibility within our fundraising. All MSA Trust staff involved in fundraising have a responsibility to be aware and have a thorough understanding of the ethical issues referred to in this policy.
- 1.3. All fundraising undertaken **on behalf of** MSA Trust must be corporately branded, using MSA Trust's forms and posters. Any documentation produced relating to fundraising **must** display the charity registration number.
- 1.4. All fundraising undertaken **in aid of** MSA Trust must include the specified MSA Trust logo and a statement to the effect they are supporting the charity but are acting independently in their endeavours to raise funds.

2. Supporters

- 2.1. MSA Trust respects the rights of our supporters to clear, truthful information on the work of MSA Trust; to openly report how we spend donated and foundation monies and to manage donors' information responsibly.
- 2.2. We will comply with the Charity Commission and UK law in every respect, including those regarding openness and honesty with our supporters and members of the public.
- 2.3. We will comply with the fundraising guidance issued by the Charities Regulator, Ireland and agree to:
 - accurately describes the purpose of any fundraising
 - ensure donations received are used to further the charity's charitable purpose
 - where donations are made for a specific purpose, the donor's request is honoured
- 2.4. As members of the fundraising regulator, (UK) we follow the Fundraising Promise, which helps to ensure that organisations raising money for charity from the public do so honestly and properly.
- 2.5. We will respect the privacy and contact preferences of all donors. We will respond promptly to requests to cease contact and act as best we can to address any cause for complaint.

3. Refusals

- 3.1. We abide by the law which requires us, in deciding whether to accept or refuse a donation, to consider which action is in the charity's best overall interest.
- 3.2. We will not, however, accept donations made by donors whose activities appear to be in direct conflict with the best interests of our patients, for instance companies that manufacture tobacco.
- 3.3. We will not undertake business with companies or individuals who participate in activities which could cause detriment to the charity's reputation, which will disproportionately decrease the amount of donations to further the work of the charity.

- 3.4. The responsibility for the judgement on whether MSA Trust should refuse a donation lies first with the Head of Fundraising, the Chief Executive and ultimately the Trust's Board of trustees.

4. Commercial partners

- 4.1. MSA Trust will not endorse products, treatments or companies, however we may direct people to specialist providers as part of our ongoing commitment to enable our members to access a wider range of products and resource that will add to their quality of life.

5. Use of donations

- 5.1. If supporters wish to donate to a specific area of MSAT's work (e.g. – the Nurse Specialist Service or research), they may make a restricted donation by providing written instructions to this effect with their donation. We will always respect this.
- 5.2. All donations and funds raised will be recorded on the charity's fundraising database. A thank you letter, or email will be issued to the donor or fundraiser by the Fundraising team within 7 working days of receipt of funds, unless the individual has expressly asked not to be contacted. In the case of donations being made by individuals, a Gift Aid declaration form will be sent out by the Fundraising team with the thank you letter.
- 5.3. When using donor information in a case study or any other type of publicity, the Trust must comply with the duties of confidentiality that we have and comply with data protection law if publishing a case study that includes information that could identify the donor. Even if not required by law, the Trust ought to obtain permission for case studies, where practical.

6. Unauthorised activities

- 6.1. Collections - It is the policy of MSA Trust not to engage in house-to-house collections, street fundraising commonly known as 'chugging' or telephone fundraising. Bucket collections at private events or undertaken by third parties can only occur with express permission from the Trust.
- 6.2. Balloon releases and sky/Chinese lanterns - It is the policy of MSA trust not to engage in balloon releases or the release of sky/Chinese lanterns due to the potentially harmful effects to wildlife and the environment, even when these products purport to be bio-degradable.

7. How to make a complaint regarding fundraising

- 7.1. Anyone wishing to make a complaint regarding fundraising in connection with MSA Trust should write to the Head of Fundraising, MSA Trust, 128B Business Design Centre, London N1 0QH, who will respond within 15 working days.