



## Charity fundraising: a guide to trustee duties

# Taking responsibility for our charity's fundraising: a checklist for trustees

The questions in this checklist are designed to help charity trustees evaluate the charity's performance, at suitable intervals, against the legal requirements and good practice recommendations set out in the **guidance**. Trustees can use or adapt it whether they carry out the fundraising themselves or delegate it to others.

Each of the questions on the checklist links to a paragraph of the guidance, where further details can be found. Not all the issues listed will be appropriate for all charities, for example, where a section of the checklist deals with an area of activity that the charity does not undertake then that section of the checklist will not apply.

### Planning effectively (see section 4 of Charity fundraising: a guide to trustee duties)

We have set or agreed our fundraising strategy/plan.

It reflects:

- our charity's values
- the resources we use and the costs we incur in our fundraising
- the key financial and reputational risks we may face

We discuss it at our meetings so that we can:

- monitor progress
- manage the key risks

### Supervising our fundraisers (see section 5 of Charity fundraising: a guide to trustee duties)

We have considered and decided which fundraising issues we will not delegate.

We have effective systems in place so that:

Our in-house fundraising staff:

- know what they are supposed to do, via written role descriptions
- are doing the job successfully

Our recruited volunteers:

- know who they report to, and who to approach with problems or concerns
- understand the boundaries within which they must work when representing our charity

Our subsidiary trading company:

- when raising funds for our charity, is monitored for its effectiveness in doing so
- only enters into commercial partnerships which are in our charity's best interests

Our arrangements with our **commercial partners**:

- fully comply with relevant legal requirements (see Annex 1 of Charity fundraising: a guide to trustee duties)
- are in our charity's best interests because:
  - appropriate due diligence is undertaken
  - our fundraising values and expectations are communicated
  - the costs are justifiable and can be explained
  - proper control is kept of the money raised
  - the fundraising communications to be used are reviewed
  - compliance with the agreement is monitored
  - any conflicts of interest are recognised and dealt with

## Protecting our charity's reputation, money and other assets (see section 6 of Charity fundraising: a guide to trustee duties)

We have effective systems in place so that:

- the reputational risks our charity may face in its fundraising are identified, assessed and managed
- likely donor, supporter and public perception is considered when income expectations and other goals are considered
- the legal rules and recognised standards which apply to our fundraising are followed
- our values are communicated to the people who work on our fundraising
- the costs of our fundraising are managed and explained
- our fundraising finance is planned and monitored
- effective financial controls are in place and followed
- risks of financial crime and fraud are reduced
- our charity is alerted to any suspicious donations

- our charity can stop (or authorise) any unauthorised fundraising activity using its name
- serious incidents are reported to the commission, police and other agencies
- our data, name, image logo and intellectual property are protected

### Following the law and recognised standards (see sections 7 and 8 of Charity fundraising: a guide to trustee duties)

We have effective systems in place so that:

- the **Code of Fundraising Practice** and other resources (see Annex 2 of Charity fundraising: a guide to trustee duties) are used to find out about the legal rules and recognised standards which apply to our fundraising
- these rules and standards are followed

### Be open and accountable (see section 9 of Charity fundraising: a guide to trustee duties)

We have effective systems in place so that:

- any legal rules and requirements that apply to how our charity reports on and accounts for its fundraising are complied with
- our open and accessible complaints procedures are followed if concerns are raised about our fundraising
- our fundraising aims and achievements are clearly communicated to the public and to donors and supporters