

Lifelites Ethical Fundraising Policy

Lifelites is committed to donating and maintaining packages of assistive and inclusive technology to help life-limited and disabled children in children's hospices throughout the British Isles.

In order to ensure the availability of ongoing funds to pay for this vital work, Lifelites aims to maintain its reputation in order to maintain and develop sources of funding.

The purpose of this policy is to ensure transparency, ethical and consistent dealings with all Lifelites stakeholders.

Funding and PR benefit

Lifelites actively seeks opportunities to work together with external organisations and individuals to achieve shared objectives. However, it is vital that we maintain our independence and do not allow any external partnership to bring the name of Lifelites into disrepute.

Lifelites will only therefore knowingly accept financial and voluntary support from companies and individuals on the following conditions:

1. There are strong grounds for believing it will result in a benefit to children's hospices, their staff and the children they support
2. The Chief Executive and Trustees are satisfied that no adverse publicity will result from accepting such support
3. There is no attempt on the part of the company or individual to influence Lifelites policy or actions either explicitly or implicitly
4. That initiatives do not compromise the independent status of Lifelites
5. Lifelites will not promote any product which is linked to negative health effects, including but not limited to, tobacco companies
6. Cause Related Marketing, Affinity Marketing and Product/Service Endorsement of products will be assessed by the Executive on a case by case basis with analysis of their merits and any potential risk attached
7. In line with our data protection procedures, Lifelites will never share access to our database with any third parties other than our database developer
8. In order to ensure that all of our cause-related promotion reflects our charity's values any potential initiative must come to the Chief Executive and relevant governance committee for approval

Avoidance Criteria

Lifelites will not accept financial support from or partnerships with companies involved with any of the following activities:

- The manufacture or sale of tobacco

Acceptance Criteria

When deciding whether to accept any particular donation, the Chief Executive and the Trustees have a duty to demonstrate to the Charity Commission that they have acted in the best interest of the charity, and that association with any particular donor does not compromise Lifelites ethical position, harm our reputation or put future funding at risk.

Lifelites complies with all relevant legislation including money laundering rules, the Bribery Act and Charity Commission guidance, including terrorism and political activity. Lifelites therefore would not accept any of the following where the donation:

- Was known to be associated with criminal sources
- Would conflict with Lifelites objectives
- Would lead to a possible decline in support for Lifelites
- Would otherwise significantly damage Lifelites' reputation

Communication of policy

Lifelites will communicate this policy clearly on the Lifelites website and in response to any external queries from stakeholders.

This policy will be communicated to all Lifelites staff.