



Amnesty International

POLICY TITLE:

Amnesty International UK Fundraising Policy

POLICY NUMBER:

The Policy Number is assigned by the Company Secretary.

SUMMARY:

Amnesty International UK is a movement of people standing up for humanity and human rights. Our vision is for a world where everyone has access to, and can enjoy, their human rights. Amnesty International UK is a national section of Amnesty International, a global movement for human rights based on worldwide voluntary membership and comprising national branches (sections and structures), international networks, affiliated groups and members.

Amnesty International UK (AIUK) is used as a collective name for Amnesty International UK Section Charitable Trust, Amnesty International United Kingdom Section and Amnesty Freestyle Limited. This policy applies to all three entities and sets the standards for Amnesty International UK's efforts to raise funds for our vital work defending and protecting human rights, both in the UK and internationally.

In this policy, fundraising refers to the engagement of individuals and organisations in their financial support of Amnesty International UK's work, as well as commercial and retail activities we carry out in order to generate income. In our fundraising, we strive to give our supporters the best experience we can, so that together we can do more to promote and protect human rights for everyone. It is critical that our fundraising is transparent, ethical and responsible.

At the time of the latest review, this policy is consistent with the Charity Commission's and the Office for the Scottish Charity Regulator's guidance and Amnesty International's Global Fundraising Policy. In addition, Amnesty International UK is a member of the Fundraising Regulator, which is an independent self-regulatory organisation. As a member, we are committed to the highest standards in fundraising. We follow the Fundraising Regulator's [Code of Fundraising Practice](#). This code sets the standards for fundraising activity throughout the UK, and we use the Fundraising Regulator badge to publicly show that we are following these standards. **In addition, our approach to responsible fundraising is driven by these six key principles, also laid out in our Supporter Charter:**

- **Our fundraising respects and protects our independence, impartiality and our mission.**
- **We fundraise with integrity.**
- **We work in partnership with those who support us.**
- **We value and respect our supporters.**
- **We fundraise with courage.**
- **We are transparent in our fundraising and use of funds.**

Amnesty International UK Section is a company limited by guarantee, registered in England (company number 1735872). Amnesty International UK Section Charitable Trust is a charity registered in England and Wales (number 1051681), and registered in Scotland (SCO39534).



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WHO THIS POLICY APPLIES TO:

This policy describes the minimum standards for Amnesty International UK's efforts to raise funds. All Amnesty International UK staff, suppliers, and office and shop volunteers involved in fundraising are required to have a thorough understanding of this policy, and adhere to it and its associated procedures. It is the responsibility of managers in the Fundraising Department to ensure that staff, suppliers, and office and shop volunteers are aware of Amnesty International UK's fundraising policy, principles and associated procedures. Fundraising staff also need to ensure that they equip individuals and groups fundraising for Amnesty International UK with the guidance they need to enable them to act in a manner which is consistent with this policy.

In addition, this document forms our agreement with our supporters across the UK in how we will undertake our fundraising activities.

POLICY STATEMENT:

Why we need to raise funds

Amnesty International and Amnesty International UK has an ambitious strategy to effect real change for human rights. To deliver this strategy, we need funds. In raising these funds, we will share our vision, our plan of work and our impact and will seek to engage as many supporters in the UK as possible. Raising funds does not drive the work of Amnesty International UK; it drives our ability to deliver our work. In donating and raising funds, our supporters are acting in defence of human rights.

How we raise funds

We are honest and behave with integrity in all our fundraising. We raise funds in accordance with our fundraising policy, principles and associated procedures, and with our data protection policy and procedures. These comply with relevant UK laws and regulation, including those related to privacy. We respect our supporters' privacy and right to decide how and if Amnesty International UK contacts them.

We treat people equally and fairly and we have a clear procedure in place for how we engage with supporters who may be in vulnerable circumstances.

In our fundraising, we aim to inspire people to engage with human rights by supporting Amnesty International UK. We bring human rights to life by sharing honest, powerful stories with emotional impact. When we tell these stories, our primary concern is to respect the wishes, dignity and security of the individual or community. Therefore, we will only share stories where we have informed and prior consent to do so.



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Where our funds come from

Amnesty International UK is impartial and independent of any government, political ideology, company or religious belief, and we ensure that our fundraising respects and protects this. Our primary source of funding for human rights work is, and will remain, donations from individuals. Our individual supporters are our source of legitimacy, as well as funding. However, we will seek to generate income and donations from a diverse range of resources to ensure we maintain our sustainability, and do not become dependent on any single source of income.

We actively seek funding in pursuit of our charitable and strategic objectives. We ensure that projects for which we raise funds reflect our mission, priorities, and that neither the funding opportunities we pursue, nor the requirements of funders, will deflect us from our strategic objectives.

We accept donations from a range of organisations – trusts, foundations, companies, commercial organisations and unions – where there will be a benefit to our human rights work, without compromising our mission, independence and credibility. We accept donations from governments only for projects to educate people and communities about their human rights.

We will not solicit or accept gifts from individuals, governments or organisations that might use their funding relationship with Amnesty International UK to deflect criticism from their own involvement in human rights abuses, or with whom association would significantly risk our reputation.

All gifts and offers of support from organisations and governments will be screened against a set of ethical and human rights guidelines in accordance with our fundraising procedures. Sizeable gifts and legacies from individuals will also be subject to screening prior to solicitation or acceptance. If we turn down a gift or offer of support, we will explain why. We can only accept donations that are lawfully made.

We operate the [Charity Commission's 'Know your Donor'](#) principle and will make reasonable and appropriate attempts to identify any individual or organisation that gives us financial support, particularly where significant sums are being donated, or the circumstances of the donation give rise to notable risk. We will not accept anonymous corporate donations. We may accept anonymous individual, or trust donations where there has been a rigorous third party due diligence process, to confirm that Amnesty International UK is not potentially compromised. If a supporter makes themselves known to Amnesty International UK but wishes their gift to remain anonymous, we will honour these wishes, on the basis that the donation carries no significant reputational risk.



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Responsible fundraising

We do not fundraise for the sake of fundraising; we fundraise to generate funds for our human rights work and in pursuit of our charitable and strategic objectives. We recognize and respect that when we invest in fundraising activity, we do so with funds donated to us for the protection of human rights. Any investment in fundraising must have the potential to raise additional funds for human rights. We communicate our fundraising costs and strive to be as cost-effective as possible.

We are accountable to our supporters; whose generosity enables our human rights work. We put our supporters' donations to work as quickly as we can and do this wisely and responsibly. We thank our supporters for their contributions in a timely and appropriate manner and we keep our supporters updated on how the impact of their support.

We monitor our fundraising activities closely to ensure compliance with our fundraising policy, principles and procedures, and with relevant regulation and legislation. If we get things wrong, we will be open and transparent about our mistakes, and take swift action to fix them. We report on our strategic, operational and financial performance in full compliance with all UK laws and regulations.

Gifts for specific projects

We encourage all supporters to give financial support as general, unrestricted funds. This allows us the freedom to use funds where and when they are needed most, including responding to crisis situations or unexpected opportunities to create positive human rights change.

Occasionally we will ask our supporters to fund specific projects, campaigns or areas of work. We will use any donations raised in this way for the designated purpose for which they were provided. Should excess funds for such initiatives be collected, the supporter's agreement will be sought for transferring the gift to other specific projects or our general activities.

Ethical purchasing and use of services

When we purchase products and services in our efforts to raise funds, we will do so in accordance with our procurement policy and procedures. This means we will endeavour to ensure that we source materials, products and agencies' services for the best possible value while protecting our reputation, managing any risks and ultimately aiming to work with organisations that reflect our own values and ethical standards.

We may enter into commercial agreements with third party organisations for the purposes of raising funds, but in order to maintain our independence we do not endorse any third party commercial products or services.



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RELATED POLICIES, PROCEDURES, PROCESSES, FORMS, GUIDELINES AND OTHER RESOURCES:

This policy is supported by the following materials:

Policy Statements

Amnesty International Global Fundraising Policy
Amnesty International UK Data Protection Policy
Amnesty International UK Equality and Diversity Policy
Amnesty International UK Feedback Policy
Amnesty International UK Privacy and Cookie Policy
Amnesty International UK Procurement Policy

Guidelines

Amnesty International Global Fundraising Guidelines
Amnesty International UK Supporter Charter

Other Resources

[Direct Marketing Association Code](#)
[Fundraising Regulator Code of Fundraising Practice](#)
[Privacy and Electronic Communications \(EC Directive\) Regulations 2003](#)
[The Charities \(Protection and Social Investment\) Act 2016](#)
[The Charities Act 2011](#)
[The Data Protection Act 1998](#)
[The Charitable Institutions \(Fund-Raising\) Regulations 1994](#)
[The Charities Act 1992](#)
[The House to House Collections Act 1939](#)
[The Gambling Act 2005](#)
[The Police, Factories and \(Miscellaneous Provisions\) Act 1916 and Regulations](#)
[UK Code of Non-Broadcast Advertising and Direct and Promotional Marketing](#)
[UK Code of Broadcast Advertising](#)

HOW IS THIS POLICY SHARED?

This policy is a public document and such is available on Amnesty International UK's website to supporters and potential supporters of Amnesty International UK. Amnesty International UK will share this policy with all fundraising staff, suppliers, and office and shop volunteers.

COPYRIGHT AND LEGAL INFORMATION:

This policy is for information only, and therefore is not a binding contract and does not confer legal rights on any person. Amnesty International UK reserves all rights (including copyright) in any information and materials provided under this policy.

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FEEDBACK:

We recognise that although our supporters may share our values, they may not agree with everything we say or do – for human rights or in raising funds. In accordance with our Feedback Policy, we respond to questions and feedback from supporters promptly and consider fully the points of view expressed.

We will acknowledge a complaint about any aspect of our fundraising within five working days and aim to resolve complaints within ten working days of receipt. If the complainant remains dissatisfied, their complaint will be referred to our Feedback Oversight Panel. If this does not resolve the issue the complainant may take their complaint to the Fundraising Regulator.

To make a complaint about Amnesty International UK's fundraising activity, please contact us on the details below:

Write: Amnesty International UK
The Human Rights Action Centre
Supporter Communications Team
17-25 New Inn Yard
London
EC2A 3EA

Phone: +44 (0) 20 7033 1777 (Monday to Friday – from 9am to 6pm)

Fax: +44 (0) 20 7033 1503

Text phone: +44 (0)20 7033 1664

Email: feedback@amnesty.org.uk

Website: www.amnesty.org.uk/feedback

For more information about giving feedback to Amnesty International UK, please refer to our [Feedback Policy](#), available on our website.

WHAT IS THE ASSURANCE PROCEDURE FOR THIS POLICY?

We have clear governance and management controls in place for us to deliver transparent, ethical and responsible fundraising. Our Director of Fundraising reports regularly to the trustees of Amnesty International UK Charitable Trust and the Directors of Amnesty International UK Section. Our Board of Trustees receive annual assurance that our fundraising programme is conducted in accordance with this Fundraising Policy. We use the framework set out in the Charity Commission's guidance for trustees, *Charity fundraising: a guide to trustee duties (CC20)*, to do this.

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WHO IS RESPONSIBLE FOR THIS POLICY?

Amnesty International UK's Director is ultimately responsible for compliance with this policy, with the support of Amnesty International UK's Senior Management Team.

Author/policy contact:	Ella Jolly, Fundraising Projects Manager
Sign off:	Amnesty International UK Senior Management Team
Approved by/approval level:	Amnesty International UK Charitable Trust Board of Trustees and Amnesty International Section Board of Directors
Date effective:	January 2017
Last reviewed or updated:	
Frequency of review:	Every two years
Supersedes:	Amnesty International UK Donor Acceptance and Refusal Policy; Amnesty International Policy Governing Corporate Relationships That Benefit Amnesty International



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AMNESTY INTERNATIONAL UK SUPPORTER CHARTER

Founded in 1961, Amnesty International's strength lies in the fact that we are a global movement of people who stand up for humanity and human rights. Central to everything we believe is the principle that people are the instruments of change. We value and respect the supporters engaged in our movement, and we strive to give them the best experience we can, so that together we can do more to promote and protect human rights for everyone.

This supporter charter sets out six fundraising principles which we use to guide Amnesty International UK's fundraising policy, strategy and the behaviour of our fundraisers and partner agencies. It forms our commitment to our supporters:

Our fundraising respects and protects our independence, impartiality and mission.

- Amnesty International UK is impartial and independent of any government, political ideology, company or religious belief, and our fundraising activity respects and protects that. Our primary source of funds for human rights work is, and will remain, donations from individuals.
- We raise funds in accordance with our fundraising policy and principles. We will not solicit or accept gifts from individuals, governments or organisations that might use their funding relationship with Amnesty International to deflect criticism from their own involvement in human rights abuses, or with whom association would risk our reputation. If we turn down a gift or offer of support, we will explain why.
- We will ensure that projects for which we raise funds reflect our mission and priorities, and that neither the funding opportunities we pursue, nor the requirements of funders, will deflect us from our strategic objectives.
- We will not allow any funding relationship with a government or organisation to constrain us from criticising that body or from exposing any human rights violations for which it may be responsible. We accept donations from governments only for projects to educate people and communities about their human rights.

We fundraise with integrity.

- We are honest and behave with integrity in all our fundraising, ensuring we comply with our fundraising policy, and that this complies with UK regulation and legislation.
- When we tell the stories of those whose human rights are being violated, our primary concern is to respect the wishes, dignity and security of the individual or community.
- Our staff, volunteers and suppliers raise funds in accordance with our fundraising policy and principles, and we monitor our fundraising activities to check this. If we get things wrong, we will be open about our mistakes and take swift action to fix them.



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We work in partnership with those who support us.

- We are a movement of people and are at our most powerful when we stand together for human rights.
- Our supporters enable our human rights work, and we value and respect them for their contributions and the positive human rights change they make happen.
- We put our supporters' donations to work as quickly as we can and do this wisely and responsibly.

We value and respect our supporters.

- Human rights belong to everyone, and we believe everyone has a role to play in protecting them. Amnesty International UK is made stronger by the diversity of those who engage with human rights by engaging with us.
- We recognise that although our supporters may share our values, they may not agree with everything we say or do – for human rights or in raising funds. We respond to questions and feedback from supporters as promptly and will fully consider the points of view expressed.
- We offer many ways to support Amnesty International UK and value each gift made and pound raised.
- We treat people equally and fairly. We have a clear procedure in place for how we engage with supporters who may be in vulnerable circumstances.
- We respect our supporters' privacy and right to decide how and if Amnesty International UK contacts them. We make it easy for supporters to choose how they want to hear from us, and if they ask us not to contact them we won't, unless it is a legal or administrative requirement.
- Our fundraising activity is carried out in accordance with our data protection policy and procedures. We will never sell our supporters' data, or share it outside of Amnesty International UK.

We fundraise with courage.

- We aim to inspire people to engage with human rights by supporting Amnesty International UK. We share honest, powerful stories with emotional impact, to bring human rights to life and show the terrible cost of human rights abuses.
- Our fundraising needs to adapt to changes in the external world. We review our fundraising activity and constantly seek to improve it. We look for new opportunities to raise funds for human rights, where these comply with our fundraising policy and principles.

We are transparent in our fundraising and use of funds.

- We are accountable to our supporters; whose generosity enables our human rights work.
- We keep our supporters updated on how we have used their gifts and the impact of their support.
- We communicate our fundraising costs and strive to be as cost-effective as possible to achieve the biggest impact for human rights.
- We recognize and respect that when we invest in fundraising activity, we do so with funds donated to us for the protection of human rights. Any investment in fundraising must offer the potential to raise additional funds for human rights.