



## Fundraising Ethics, Corporate & Major Gift Approach

### Overarching principle

We are guided by our mission 'to help people understand, protect and sustain their mental health' to achieve our vision of 'good mental health for all' and our [values](#) are core to all that we do. We are committed to making decisions that are both in line with our charitable objectives and are in the best interests of our beneficiaries.

We follow the [Fundraising Regulator Code of Fundraising Practice](#). This requires us both to conduct appropriate due diligence on donations and partnerships – but also to accept donations unless in exceptional circumstances.

## Ethical Fundraising Policy

### Our fundraising commitment

Supporters are at the heart of everything we do at the Mental Health Foundation. Thanks to your generosity we are able to continue our work to help people understand, protect and sustain their mental health.

Giving to us should be a great experience and we promise:

- To be transparent about where your money goes
- We will provide information about our finances so you can see how your money is helping people understand, protect and sustain their mental health
- We will keep you up to date with our work and how your support is making a difference - [Impact report 2020/21](#).

To respect any personal data, you share with us:

- Your data is safe with us. We never sell on your details, and we comply with data protection law.
- We will make it easy for you to tell us how you want us to communicate with you, in a way that suits you - including how to opt out from future communications.
- If you don't want to hear from us, that's fine – you just need to tell us.
- Our [privacy policy](#)

To operate our fundraising to the highest standards.

- We strive for the highest possible standards in our fundraising, we are registered with the [Fundraising Regulator](#) and are committed to complying with its [Fundraising Promise](#). We are also a member of [Chartered Institute of Fundraising](#).
- We are proud to champion the principles of honesty, accountability and transparency when fundraising.



- We will only work with professional fundraising organisations that meet our high standards.
- We monitor all the fundraising organisations we use closely, and if we find cause for concern we will investigate as a matter of urgency.

#### To be respectful

- If you do not want to give, or wish to stop giving to us, we will respect your decision. We will never put pressure on you to make a donation.
- Whenever we start a conversation, either on the phone or in person, we will ask if you are happy to speak with us.
- We will be especially careful and sensitive when engaging with vulnerable people.
- To listen and learn. We will always provide easy ways for you to contact us. Our friendly Supporter Services team is on hand to answer any queries and we very much value your feedback
- Any questions? Please get in touch – we would love to hear from you

Thank you for your continued support. Together we will help people understand, protect and sustain their mental health.

If you have any further questions, please contact our Supporter Services team on:

**0207 803 1121** or **supporter@mentalhealth.org.uk**

### **Our approach to Corporate Partnerships**

One of our four [values](#) is 'Side by side', working with businesses provides us with the opportunity to put this value into practice. We welcome dialogue with the corporate sector recognising that businesses can have a huge influence on the mental health of millions of people.

However, as an independent organisation it is important that we have some principles to follow when establishing a corporate partnership.

Partnering with a company does not imply our approval of any product or policies, or that we will advocate on their behalf. Our name or logo will not be used in any way that contradicts this principle.

If our logo is used, or we are being quoted, in any communications produced by a partner, then the material must be approved by us in advance.

All partnerships will require an agreement to be signed, for example; a commercial participator agreement, a memorandum of understanding or a collaboration agreement.

An up-front payment or minimum staff fundraising target is not required to support us, however a minimum income target, underwritten by the partner, is required for commercial partnerships.



### **In practice this means**

We will not accept support that could compromise who we are, what we do or what we stand for. Our Corporate Partnerships team will complete due diligence research, to ensure any potential relationship is in accordance with our ethical framework and ethical fundraising policy.

Our due diligence process will consider a potential partner's activities on mental health and wellbeing including for its own staff, diversity and inclusion, and sustainability. We will pay particular attention to businesses whose activities have a direct impact on public mental health.

Where there is a potential concern area (see below), the opportunity will be assessed by the Head of Corporate Partnerships in the first instance and signed off by the Senior Management Team (SMT), who will consider the nature of the proposed relationship and what is in the best interest of the Mental Health Foundation and our beneficiaries.

Circumstances where there may be legitimate concern include - but are not limited to, companies that are involved in;

- Manufacture of weapons
- Producing and distributing pornography
- Producing tobacco / nicotine products
- Engaged in tax evasion
- Companies engaged in the extractives sector
- Part of the alcohol industry
- Part of the pharmaceutical supply chain (not dispensing chemists)
- Promoting gambling or risky behaviour around money
- Performing cosmetic surgery
- Offering remedies, devices or products purported to address mental health issues that do not have a peer reviewed evidence base.

Being on the above list doesn't necessarily mean your company can't work with the Mental Health Foundation, but there will be restrictions on what we can do together.

Mental Health at Work, our wholly owned subsidiary provides workplace mental health training, consultancy and support. We want this to be available to everyone, regardless of their employer or industry. Mental Health at Work's training and consultancy is therefore available to all companies in all sectors.

### **Our approach to Grant Giving Trusts and Foundations**

Our Grants team will conduct due diligence research, to ensure any potential funding relationship is in accordance with our ethical framework. Where there is a potential concern, the opportunity will be assessed by the Head of Grants in the first instance and signed off by SMT, who will consider what is in the best interest of the Mental Health Foundation and our beneficiaries.

### **Our approach to Legacies**

Our team will conduct due diligence research in line with our ethical framework as far as is practicable.