



MHF Ethics and gift acceptance policy

The Mental Health Foundation seeks supporters who share our vision, mission and values.

This support could be:

- financial
- goods
- or services

Financial support from individuals and organisations is essential to deliver the aims of the Mental Health Foundation, leading to good mental health for all. We welcome partnerships with, and gifts from, a wide range of supporters.

In exceptional circumstances, however, it may be necessary to refuse support if acceptance would prejudice the aims of the Mental Health Foundation, compromise its independence, or threaten its reputation.

This policy ensures that we do not compromise on our vision, mission or [values](#) when it comes to raising income.

We will conduct appropriate due diligence on donations and partnerships and will accept donations unless in exceptional circumstances.

Our Trustees and Senior Management Team review this policy regularly.

Our ethical funding standards

In accordance with charity law and practice, our trustees have a legal duty to maximise income and support for the charity. We adhere to the [Code of Fundraising Practice](#).

If we decide not to enter a funding relationship, we must have good reason, such as:

- An organisation or individual is/has engaged in activities that run counter to The Mental Health Foundations' vision, mission or values.
- The risk that the relationship may damage the reputation or standing of the charity is not worth the reward gained.

How we accept, refuse and refund donations

We believe that gifts are crucial if we are to realise our vision of good mental health for all.

Achieving good mental health for all is at the heart of everything we do, therefore we are rigorous when deciding whether to accept a donation from any source and follow our Ethical policy.

We assess each opportunity or donation individually. Our robust Gift Acceptance process balances our progress towards our vision of good mental health for all against the risks.



We try to ensure that we make decisions that help to meet our mission. This means assessing potential risks to our:

- work
- colleagues
- reputation
- financial position
- and brand

We review partnerships regularly and/or when the risk of a partnership has changed materially.

We reserve the right to refuse donations or end partnerships where the activities of the organisation or individual conflict with our vision of good mental health for all.

We may refuse a donation from a particular company or industry. This does not stop us from accepting donations from employee fundraisers. We will refer such cases to the Director of Fundraising and Communications.

The Mental Health Foundation occasionally receives funds anonymously. In these cases, we take reasonable steps to ensure that donations comply with this policy and with Charity Commission guidance.

Any substantial donations from individuals or companies will be reviewed under our due diligence process.

Donations from commercial organisations whose wealth comes from the following harmful activities will not be accepted.

- pornography
- tobacco
- arms manufacturing and export

Our due diligence process is robust and under constant review to ensure we make funding decisions that further the cause of the Mental Health Foundation.

If the Director of Fundraising and Communications and the Senior Management Team cannot reach a decision on a partnership, the CEO can refer the decision to the Board.

We need to recognise that it's not always clear cut.

The Mental Health Foundation recognises that judgments will be subject to interpretation. We operate in an increasingly complex global environment in which it can be difficult to apply absolute standards.

We therefore evaluate each prospective partnership on a case-by-case basis and will take into account the extent to which an individual/organisation has taken positive steps to mitigate or resolve past issues of concern. A partnership may also be reviewed subsequently at any time, subject to contractual obligations.



Legal information

This policy is for information only. It is not a binding contract and does not confer legal rights on any person. The Mental Health Foundation reserves all rights (including copyright) in any information and materials provided under this policy.

Roles and responsibilities

The Mental Health Foundation's Board of Trustees is responsible for compliance with this policy.

Trustees delegate day-to-day responsibility for decisions on donation acceptance and refusal to:

- the Chief Executive
- the Senior Management Team
- All colleagues are responsible for adherence to this policy.

This policy was updated October 2024 it will be reviewed in 2027