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<b>Approval:</b>	Southmead Hospital Charity Committee

## About us

We want to make healthcare better for our patients today and in the future by funding innovative, nurturing and supportive projects that transform local NHS services. We provide the bridge between grateful patients and their families, and the NHS that they want to thank. We work collaboratively with our corporate partners, donors and trusts to manage their social investment in transformative healthcare to have the biggest impact.

With this support, we can fund pioneering research and new equipment, support patients and their loved ones through difficult times as well as invest in improvements to our hospitals' buildings and spaces. We also care for the people who care for you, and fund projects which develop and support staff to help them deliver exceptional healthcare to more than 300,000 patients a year.

Last year with the help of our supporters, we raised over £3.4 million. Working in partnership with North Bristol NHS Trust, and our donors, we determine where funding is best spent to have the greatest impact to transform the NHS in local communities and to deliver visionary healthcare for the future. We fund projects that:

	<b>Improve our hospitals' buildings and spaces</b>		<b>Support our patients and staff</b>
	<b>Fund specialist equipment</b>		<b>Invest in pioneering research</b>

## Purpose

To ensure Southmead Hospital Charity (SHC) can guarantee the availability of funds to serve its charitable purpose, the charity is engaged in maintaining and growing a broad base of funding sources whilst observing set criteria guiding charitable investments. The purpose of SHC's ethical policy therefore covers two main areas:

**Ethical fundraising policy:** to guide SHC's ability to accept voluntary gifts and other forms of support.

**Ethical investment policy:** to ensure SHC's investments are aligned with the charity's values and objectives.

By adhering to our ethical policy, SHC is dedicated to minimising any risk of bringing the charity into disrepute as a result of collaborations with external partnerships or investment portfolios. As such, this policy is designed as a due diligence tool to ensure the needs of the organisation are balanced against our charitable aims.

### **Ethical fundraising policy**

SHC actively engages in fundraising activities in collaboration with external organisations and individuals. In doing so, we adopt set criteria guiding the following:

- Acceptance of donations or other forms of support.
- Avoidance criteria identifying the conditions under which we will not accept a gift or other forms of voluntary support.
- Fundraising initiatives involving corporate partnerships.

When accepting any donation, SHC's Head of Fundraising and Charity Committee have a duty to demonstrate to the Charity Commission and Fundraising Regulator that they have acted in the best interest of the charity, its donors and beneficiaries. In addition, the association with any particular donor does not compromise SHC's ethical position, harm the charity's reputation or put future funding at risk. SHC complies with all relevant legislation as set out in the Institute of Fundraising Code of Fundraising Practice and by following Charity Commission and Fundraising Regulator's guidance.

### **Acceptance criteria**

SHC accepts voluntary donations and other forms of voluntary support, such as volunteering or gifts in kind, from individuals, companies, trusts and foundations and other organisations on the following conditions:

- There are strong grounds for believing a donation/s will result in a direct benefit to patients, their families, carers and/or staff at NBT or within the wider NHS.
- If a gift is offered for a specific purpose then this must be a charitable purpose that is within SHC's objectives.
- It is feasible to apply the donation in a way that is consistent with donors' wishes, given the operational constraints and strategic priorities of NBT.
- NBT will accept the donation together with any reasonable obligations attached, for example requirements to report back to donors on the impact of public benefit achieved and/or acknowledgement opportunities as a consequence of the gift. For acknowledgement guidelines, please see the Naming policy.

### **Avoidance criteria**

SHC will not accept voluntary donations and other forms of voluntary support where any of the following apply (but not limited to the below):

- The support is known, suspected to be or derived from the proceeds of crime.
- The support derives from a source conflicting with SHC's objectives and/or the work of NBT or other NHS organisations, for example a possible gift from a tobacco manufacturer.
- The supporting source is known or suspected to be closely associated with a regime known or suspected to be in violation of human rights.
- Acceptance is likely to deter actual or potential supporters from future support.
- Acceptance would involve onerous obligations, for example the upkeep of an unsuitable building, the cost of which might outweigh the benefit.
- Support is offered in an attempt to procure privileged access to treatment for the donor or persons linked to the donor.

- Support is offered in an attempt to procure privileged access to NHS contracts.
- Acceptance would be in contravention of the Bribery Act 2010.
- Acceptance would compromise SHC's status as a registered charity or charitable reputation.

### **Fundraising initiatives involving corporate partnerships**

SHC encourages co-operative relationships with companies from a wide range of sectors and industries and our collaboration could consist of one or several of the following:

- Staff fundraising
- Supplier fundraising and fundraising from other stakeholders
- Cause-related marketing (i.e. a commercial activity by which the business and the charity form a partnership with each other to market an image, product or service for mutual benefit)
- Sponsorship (i.e. cash or in kind paid in return for access to exploitable commercial potential)
- Payroll giving
- Donations or matched giving
- Secondments
- Employee involvement and volunteering
- Gifts in kind
- Royalties
- Affinity relationships
- Events
- Recycling

All potential partnerships and initiatives need to be looked at on a case by case basis. SHC's overarching principles for corporate partnerships are:

- Integrity and openness
- Maintenance of charity brand and reputation
- Mutual benefit for all parties

### **Working with the Pharmaceutical and Medical Device sectors**

SHC seeks collaboration with companies that manufacture and market drugs and other medical treatments and products. In doing so, SHC will not put itself in a position where it might be perceived to be endorsing or promoting a particular product, service or treatment. When collaborating with the pharmaceutical industry we expect any pharmaceutical company working with us to adhere to the Association of British Pharmaceutical Industry (ABPI) code at all times.

### **General corporate partnership guidelines**

A written agreement/contract between the company and SHC will be produced for each joint initiative/partnership.

SHC will retain full editorial control, and maintain copyright over all materials sponsored by a company, offline and online.

Approval must be sought from SHC whenever its brand (name or logo/s) is used for any internal or external communications.

Where appropriate, SHC will consult with NBT's Director of Communications, to

ensure there is no risk of reputational or other damage to NBT or the wider NHS.

### **Governance and charity spend**

North Bristol NHS Trust's Charitable Fund (Southmead Hospital Charity) is empowered by the Board of Trustees of North Bristol NHS Trust to accept any and all charitable gifts and legacies on behalf of the Trust for administration as charitable donations.

It is ultimately the SHC Charity Committee's legal responsibility to ensure all NBT charitable donations are accepted, allocated and spent in accordance with the Charities Commission, Institute of Fundraising's Code of Fundraising Practice and SHC's objectives. All NBT's monetary donations, legacies, gifts in kind and voluntary support must fall into one of the below categories before being spent:

#### **Green - legitimate:**

Ensuring all other due diligence is adhered to and that a donation meets SHC's objectives then a gift can be spent in this category. An example:

- **Gift donated** - An unrestricted gift has been donated to NBT with the purpose 'to support patients with dementia'. There is a need to support patients with dementia at Southmead Hospital through a Volunteer Dementia Project.
- **Decision** - There is clear qualitative and quantitative evidence that allocating funds towards the Volunteer Dementia Project will directly benefit patients with dementia and supports the donor's wishes. The donation can be allocated to this project.
- **Gift allocation** - The gift is restricted to 'support patients with dementia' and is allocated towards the Volunteer Dementia Project.

#### **Amber - defensible, but not in the spirit of the charity:**

Donations *should not* be spent if they fall into this category as this could negatively affect SHC and NBT. An example:

- **Gift donated** - An unrestricted gift has been donated to NBT with the purpose 'to support NBT's patients through healthcare' but there is a need for new chairs in the foyer of the Brunel Building.
- **Decision** - There is no clear evidence as to the direct benefit that these chairs will have towards NBT's patients and the impact on their health. This is not in accordance with the donor's wishes and is also considered to be an asset that the NHS can standardly afford. Purchasing the chairs will be a misuse of funds that could damage SHC's reputation, donors' trust and future income. The donation cannot be used to purchase the new chairs.
- **Gift allocation** - The gift is allocated to the general fund which will be spent on a project that can demonstrate clear evidence as to 'support NBT's patients through healthcare'.

#### **Red - illegitimate:**

Donations *must not* be spent if they fall into this category as this could lead to a breach of the Charity Commission's objectives and serious legal consequences for SHC and NBT. An example:

- **Gift donated** - A restricted gift has been donated to NBT with the purpose 'to purchase a new CT scanner'. NBT has a stronger need for five ECG machines. The donor was asked to reallocate the purpose of this gift but it

was made very clear that this gift cannot be spent elsewhere.

- **Decision** - Although the ECG machines will have a direct patient benefit, purchasing this new equipment will be a direct misuse of funds. This is a serious breach of the Charities Commission's objectives that could result in very serious legal ramifications, returning the gift and the SHC Charity Committee undergoing further legal scrutiny. The restricted gift was donated with specific set of conditions which if not honoured could damage SHC's reputation, donors' trust and future income. The donation cannot be used to purchase five ECG machines.
- **Gift allocation** - The gift must be used to purchase a new CT scanner unless the donor agrees to repurpose the gift at SHC's guidance. If the gift cannot be spent within the donor's original wishes or an agreement to reallocate the gift can be made, the gift must not be accepted or be returned with immediate effect.

### **Ethical investment policy**

NBT's investment policy sets out specific criteria guiding the charity's investment process and covering specific avoidance criteria. A full copy of NBT's investment policy can be obtained on request.

In essence, NBT will not invest directly in any company or collective fund with involvement in tobacco products as this would be in conflict with the aims of the charity, tobacco being harmful to health and thereby creating an additional burden on NHS resources and our communities' health.

### **Implementation**

SHC's ethical policy must be followed by all SHC staff, and those officially acting on behalf of the charity. Where the decision regarding acceptance or avoidance of a donation or another form of support requires a balancing of the financial benefits versus exposure to financial or reputational risk, SHC Charity Committee are responsible for ensuring that the decision is made in the best interest of SHC's objectives. In some cases it may be necessary (or useful) to obtain authorisation from the Charity Commission before accepting or refusing a donation.

**Please contact the charity team if you have any queries concerning our Ethical policy on [hello@southmeadhospitalcharity.org.uk](mailto:hello@southmeadhospitalcharity.org.uk)**