

Reference Number: UHB 605		Date of Next Review: 15/09/2029	
Version Number: 1		Previous Trust/LHB Reference Number:	
Ethical Fundraising Policy			
Policy Statement			
To ensure the Health Charity delivers its aims, objectives, responsibilities and legal requirements transparently and consistently, we will ensure we abide by Charitable law, industry regulations and charitable best practice.			
Policy Commitment			
The Health Charity is committed to ensuring Charitable Funds are acquired and spent in an ethical manner.			
Supporting Procedures and Written Control Documents			
Other supporting documents that the reader needs to be aware of alongside this document:			
• Data Protection Act Policy • Information Governance Policy • Charitable Funds Financial Controls Procedure • Declaration of Gifts, Hospitality and Sponsorship Procedure • Fundraising Policy			
Scope			
This policy applies to all involved with fundraising for Cardiff and Vale Health Charity, including the Trustee, members of the Charitable Funds Committee, team members, fund holders, others in the Cardiff and Vale University Health Board with oversight of charitable activity, freelance team members, and volunteers.			
Equality & Health Impact Assessment (EHIA)		An Equality Impact Assessment (EqIA) has been completed and this found there to be a positive impact. Key actions have been identified and these are incorporated within this controlled document.	
Part 1 - Equality Impact Assessment (EQIA)			
Equality & Health Impact Assessment (EHIA)		A Health Impact Assessment (HIA) has been completed and this found there to be a positive impact. Key actions have been identified and these are incorporated within this controlled document.	
Part 2 - Health Impact Assessment (HIA)			
Policy Approved by		Charitable Funds Committee	

Group with authority to approve procedures written to explain how this policy will be implemented	Health Charity
Accountable Executive or Clinical Board Director	Executive Director of Finance

Summary of reviews/amendments			
Version Number	Date Review Approved	Date Published	Summary of Amendments
1	Approved by Charitable Funds Committee 15/09/2026	21/09/2026	<i>New document</i>
2			

Ethical Fundraising Policy

1. Introduction

Cardiff and Vale University Local Health Board General Purpose Charity, Registered Charity number 1056544, operating under the name Cardiff & Vale Health Charity ('the Charity' or CAVHC) is the charitable fund registered with the Charity Commission.

The Charity is the umbrella body for monies accepted, held, and administered as funds and for property held on trust for purposes relating to the health service in accordance with the National Health Service Act 2006 by the Corporate Trustee, to benefit patient care and advance the good health and welfare of patients, carers and staff.

Cardiff and Vale University Health Board (CAVUHB) holds charitable funds as sole corporate trustee and the board members of the CAVUHB ('the Trustee') are jointly responsible for the management of those charitable funds.

Donations received by the Charity are used to enhance and support the patient care pathway and improve environment for patients and staff; going above and beyond what is normally expected of the NHS.

This policy sets out the guiding principles that the Charity will apply to all its fundraising activities.

2. Policy Statement

This policy establishes how CAVHC approaches its fundraising and manages ethical issues within fundraising. It sets out the governance framework for all the Charity's fundraising activities and potential activities. It documents the standards expected in raising funds and applies to all fundraising activities that are, or may be, undertaken by the Charity, its employees, volunteers, agents, supporters, and partners.

For (CAVHC) to achieve its mission, it needs to secure the support necessary to deliver its vision and objectives. This will involve developing a diverse range of income sources to nurture sustainability including individual donations, fundraising events, corporate donations & sponsorship, earned income, and grant awards from trusts & foundations and/or public bodies.

CAVHC is committed to ensuring that all fundraising activities and initiatives are carried out in an ethical manner. CAVHC always aims to be open, honest, fair, and to operate in a way that meets not only its legal obligations, but also fundraising regulation and best

practice. These include, but are not limited to, the Equality Act 2010, Bribery Act 2010, the Modern Slavery Act 2015, Charities Act 2011, the Charities (Protection and Social Investment) Act 2016, the General Data Protection Regulation, The Data Protection Act 2018, the Privacy and Electronic Communications (EC Directive) Regulations 2003, the Fundraising Regulator's Code of Fundraising Practice, Gambling legislation, and all other associated guidance, regulations and codes of practice.

CAVHC will seek to ensure these principles are followed by anyone who fundraises for the Charity or manages spend of charitable funds. We will ensure that everyone is aware of and consistently complies with the Fundraising Regulator [guidance on fundraising behaviours](#).

This policy applies to all involved with fundraising for CAVHC, including the Trustee, members of the Charitable Funds Committee, team members, fund holders, others in the Cardiff and Vale University Health Board with oversight of charitable activity, freelance team members, and volunteers.

This policy is meant as a working guide for CAVHC. It is the duty of all fund holders, the Trustee, and members of the Charitable Funds Committee to advise CAVHC of any potential conflict of interest they hold regarding potential funding or partnership opportunities to ensure steps are put in place to mitigate the conflict in decision making around appropriate use of charitable funds.

Any final decisions on areas of concern will be made by the Charitable Funds Committee, providing oversight and/or assurance to the Trustee as required.

It is the responsibility of the Trustee to always act in the best interests of CAVHC and its beneficiaries to ensure compliance with this policy. The Trustee will ensure that there is sufficient oversight and monitoring of CAVHC's fundraising activities to ensure compliance with their responsibilities and this policy. It is, however, acknowledged that this policy cannot address all eventualities and it is likely that there will be circumstances where there will not be a straightforward 'right' or 'wrong answer to some difficult scenarios. If in doubt, the Trustee, via the Charitable Funds Committee, should consider seeking specialist charity legal advice.

CAVHC make a commitment to responding promptly and effectively to any fundraising complaints. Our separate Complaints Policy and Procedure outlines how we will do this.

3. Fundraising Communications

CAVHC's communications and actions made in connection with fundraising will be clear, honest and open. We are committed to ensuring:

- All statements and representations in respect of fundraising are truthful and will not make any exaggerations.
- Care will be taken not to use any images or words that intentionally cause distress or anxiety. Instead, we will use appropriate ways of communicating need and opportunity which balance messages which may be emotional with the sensitivities of those to whom they represent and to whom they are delivered.
- Clear explanations of how to make a gift will be given and be available on the Charity website.
- The relationship and financial arrangements with any third-party fundraisers working on behalf of the charity will be transparent and clear.
- Fundraising costs will be explainable, and we will be able to show how they are in the best interests of Charity's cause if challenged.
- Monies raised via fundraising activities will be used for purpose(s) for which they were given and will comply with the Charity's Charitable Funds Financial Controls Procedure.
- A comments and complaints process will be in place which is clear and easily accessible.

4. Accepting funding awards/donations

CAVHC can only accept donations and funding awards that are lawfully made. In considering all opportunities for support, we seek, as far as is practical and within the constraints of UK law, to:

- Develop appeals and fundraising initiatives that do not compromise our charitable objectives.
- Establish our priorities and activities based on the needs of our beneficiaries, independently of any funding opportunity.
- Ensure that the organisations, public bodies, and individuals we work with are consistent with our mission, vision and values.
- Avoid soliciting or accepting support from individuals, governments or organisations that may seek to use their relationship with CAVHC to deflect criticism from their own activities, or where association would create a significant reputational risk for the charity.
- Carefully consider any conditions or obligations attached to a gift before deciding whether it is appropriate to accept.

CAVHC follows the Charity Commission's '[Know your Donor](#)' principles and will undertake reasonable and proportionate due diligence to understand the source of

significant donations and funding awards, or where circumstances suggest a heightened level of risk. Where this process leads to a decision not to accept support, we will explain our reasons wherever appropriate, and keep a record of this decision.

We will always be honest about what we can achieve when asking for funds, submit realistic budgets, use the funds for the purpose intended, and ensure that we provide any reports required, on time.

We will always be honest and transparent about what we can achieve when seeking funding. We will submit realistic budgets, use funds only for their intended purpose, and provide timely reports to donors and funders where required.

In all cases, CAVHC will act in accordance with charity law, which requires charities to consider whether accepting or declining a donation is in the charity's best overall interests. Refusing a donation will therefore be an exceptional decision and may be appropriate where:

- Acceptance would be unlawful, for example where there is reason to believe that the donation comprises the proceeds of crime.
- Acceptance would be likely to cause significant detriment to the achievement of CAVHC's charitable purposes, when balanced against the benefit that the donation would provide.

There may be instances where funding is offered by sources whose activities or reputation do not appear to align with CAVHC's values. Whilst ethical considerations will always inform our decision-making, they will not be the sole determining factor. Any decision to refuse support must be based on a demonstrable risk that accepting the donation would be detrimental to the charity's ability to pursue its charitable purposes.

Examples may include circumstances where accepting a donation is likely to result in:

- The loss of financial support from existing donors or funders that equals or exceeds the value of the proposed gift.
- The loss of volunteers whose contribution would be of comparable or greater value to the charity.
- The loss of employees, or significant difficulties in recruiting and retaining staff.

CAVHC will not accept, and where appropriate may return, donations or funding where:

- The funds derive from activities that are illegal under UK law.
- The support is not intended to further the charity's charitable objectives.
- The charity is unable to comply with any restrictions attached to the donation, either now or in the future.
- The donor seeks recognition beyond appropriate acknowledgement.
- The donor seeks to exert influence over the charity's activities beyond reasonable restrictions attached to the gift.

- The donation was made under duress or was not made voluntarily.
- The donor lacked the capacity to make the donation at the time it was given.
- There is evidence that accepting the donation would not be in the best interests of a vulnerable donor.

The following sections set out additional considerations for specific fundraising income streams and partnerships.

4.1 Restricted Donations

We recognise that some donors may wish their support to benefit a specific service, project, or area of work.

Where a donor provides clear written instructions regarding the intended use of their gift, CAVHC will treat the donation as restricted and will ensure that the funds are used in accordance with those wishes, provided the restriction is lawful and compatible with the charity's objectives.

We will manage all restricted funds in accordance with charity law and our financial governance procedures.

4.2 Fundraising Due Diligence

CAVHC is committed to undertaking reasonable and proportionate [due diligence of donors](#), to protect the charity, its beneficiaries and its reputation.

When considering donations, funding awards or partnership opportunities, we will assess whether acceptance is lawful, ethical and in the best interests of the charity.

Due diligence may include consideration of:

- The identity and background of the donor or organisation.
- The origin of funds.
- Reputational risks.
- Potential conflicts of interest.
- Regulatory, legal or governance concerns.
- Risks associated with anonymous or unusually large donations.
- Any safeguarding or vulnerability considerations.

All decisions will be considered on their individual merits and in accordance with the principles set out in this policy.

5. Charity Beneficiaries

We are committed to representing our beneficiaries with dignity, respect and authenticity in all fundraising and communications activities. We will seek to portray people in a way that reflects how they would wish to be represented and will never use imagery or language that exploits vulnerability.

We will only use personal information where appropriate consent has been provided and for the purposes agreed. We will handle information responsibly and will not disclose information that may place individuals at risk.

6. Supporters and Donors

Our supporters and donors have the right to expect clear, accurate, and transparent information about our work, including how their support is used and the impact it achieves. We will ensure our interactions with donors, supporters and prospective donors & supporters are respectful and in line with our policy to treat people fairly at all times.

We will comply with guidance issued by the Charity Commission, the Fundraising Regulator and all relevant legislation. We will be open and honest in our communications and accountable for our fundraising activities.

We will respect the privacy and communication preferences of our donors and supporters in line with our Privacy Policy and Data Management Framework.

Requests to amend or cease communications will be acted upon promptly, and any concerns or complaints will be addressed quickly and fairly through our Complaints Policy and Procedure.

Anonymous donations may be accepted where appropriate due diligence has been undertaken and there is confidence that accepting the gift would not compromise the charity. Any anonymous donation exceeding £25,000 will be reported to the Charity Commission as a serious incident.

Where a donor wishes to be known to CAVHC but remain anonymous publicly, we will respect this preference, provided the donation presents no significant reputational or ethical concerns.

6.1 Vulnerable Donors

CAVHC is committed to treating all donors with respect and ensuring that fundraising activity does not take advantage of vulnerability.

Where an individual may be in a vulnerable circumstance, we will:

- Respect their communication preferences.
- Avoid making assumptions about their needs or circumstances.
- Ask how we can best support their understanding of our work and fundraising activities.
- Communicate with empathy and sensitivity.
- Adapt our communication style where required.
- Clearly summarise decisions or agreements using plain language.

We will never place undue pressure on individuals to donate and will not knowingly solicit or accept donations from anyone who lacks capacity to make an informed decision.

Where we know, or have good reason to believe, that an individual lacks the capacity to make a donation or is unable to make a fully informed decision because of vulnerability, we will not accept their donation.

6.2 Interactions with Children

CAVHC recognise that some children enjoy participating in fundraising activities and we will take particular care when we are aware that children may be involved in any aspect of our fundraising activities, whether as fundraisers or as donors. There are some activities which children and young people cannot carry out by law and there are some standards that we are required to follow. These are set out below:

- Children must not participate in street and house-to-house collections; lotteries or raffles; or events involving alcohol.
- Children under 16 must not have overall responsibility for handling money or counting collected money.
- Checks with the Disclosure and Barring Service (in England and Wales), Disclosure Scotland (in Scotland) and Access NI (in Northern Ireland) must be made on adults working with children as part of fundraising activities organised by the Charity (including any activities run by Fund Holders).
- Children on school premises can only be contacted with the approval of the Head Teacher or an agreed member of teaching staff.
- Guidance on how to fundraise safely and legally must be given to either the child taking part or their parent or guardian.
- We will always get permission before taking or publishing photographs of children. If the child is over 13 years old they can give this permission themselves, although, where possible, we will do this in conjunction with their parent or guardian. If they are under 13, we will get permission from their parent or guardian.
- Further details of how we use children's data are contained in our Privacy Statement.

7. Commercial Partners

CAVHC recognises that partnerships with commercial organisations can create significant opportunities to support our charitable mission. However, all partnerships must align with our values, protect our reputation, and deliver a clear benefit to our beneficiaries.

We will not accept funding from, or enter into partnerships with, organisations whose activities are fundamentally inconsistent with our mission, vision, values or charitable objectives.

In all commercial relationships we will comply with the Charity Commission [RS2 – Charities and Commercial Partners](#). We will ensure that all agreements:

- Deliver a fair and demonstrable benefit to the charity.
- Clearly define the expected outcomes and mutual responsibilities before any agreement is entered into.
- Include appropriate systems for monitoring and review.
- Identify and manage risks effectively.
- Establish clear and realistic expectations for all parties.
- Can be managed appropriately within available resources and governance arrangements.

We will publish details of commercial partnerships where appropriate and will not accept anonymous corporate donations.

Appropriate due diligence will be undertaken before entering into any commercial relationship. This process will consider governance, reputational, legal and ethical risks and will involve consultation with relevant stakeholders where appropriate to ensure transparency, minimise conflicts of interest and maximise benefit for beneficiaries.

All sponsorship agreements are subject to VAT.

7.1 Receiving Funds or Support from Companies and Industries that May Harm Health

As a health charity, CAVHC recognises the importance of ensuring that fundraising and partnership activity supports, rather than undermines, the health and wellbeing of our beneficiaries and communities.

We will not enter into financial, promotional or partnership arrangements with organisations whose primary business is the manufacture or sale of tobacco products. The harm caused by tobacco use is well established and is fundamentally incompatible with our charitable mission and public health objectives. Tobacco products and related items will not be accepted as gifts in kind.

Similarly, we will not enter into financial, promotional or partnership arrangements with organisations that profit from modern slavery or derive significant income from activities that exploit individuals and communities.

We will also not enter into financial, promotional or partnership arrangements with organisations that derive more than 10% of their income from the armaments industry, recognising the potential reputational risks associated with such relationships.

CAVHC acknowledges that alcohol and gambling are legal activities that form part of many people's lives, while also recognising the significant health and social harms they can cause. Any relationship with organisations operating within these sectors will therefore be subject to enhanced scrutiny and careful consideration.

Any engagement with alcohol or gambling organisations must:

- Demonstrate a clear public benefit.
- Align with the charity's mission, vision and values.
- Present minimal reputational risk.
- Never undermine health promotion messages or imply endorsement of alcohol consumption or gambling activities.
- Be transparent and publicly accountable.

As part of our due diligence process, we will undertake a structured assessment of any alcohol or gambling organisation before accepting funding or entering into a partnership. This may include consideration of marketing practices, compliance with relevant industry codes, organisational reputation, and alignment with our values.

Where support is accepted, details of the relationship, including the nature, value and conditions of the support, will be publicly disclosed where appropriate. Partnerships must not compromise our ability to deliver evidence-based health messaging or advocacy.

Charitable funds will not normally be used to purchase alcohol or support gambling activities. However, this restriction does not apply to costs incurred in connection with the Charity's Staff Lottery Scheme, including expenditure required to obtain, maintain, or comply with the requirements of a Gambling Commissions Operating Licence and associated regulatory obligations. Any exceptional circumstances must be approved in advance by the Chair of the Charitable Funds Committee, following recommendation from the Head of Charity.

Alcohol donations, including prizes or gifts in kind, may be accepted where appropriate safeguards are in place, including:

- Ensuring alcohol is only distributed to individuals aged 18 or over.
- Ensuring alcohol is not associated with campaigns relating to addiction, cancer prevention, liver disease or other alcohol-related health concerns.
- Presenting alcohol prizes solely as fundraising assets and not as endorsements of alcohol consumption.

Cause-related marketing partnerships involving alcohol or gambling organisations may be considered where they:

- Do not encourage or promote alcohol consumption or gambling.
- Focus on shared values such as community support, responsible behaviour, or social responsibility initiatives.
- Maintain clear boundaries between the charity's brand and any commercial products or services.
- Receive approval through the charity's governance processes, including approval by the Charitable Funds Committee.
- Exclude tobacco-related organisations entirely.

7.2 Prohibited Activities

CAVHC will not:

- Accept donations, sponsorship, research funding, promotional support or event involvement from tobacco-related organisations.
- Participate in campaigns that glamorise smoking, alcohol consumption, gambling or addiction-related behaviours.
- Permit alcohol or gambling branding at events aimed at children, young people, vulnerable adults, or individuals affected by addiction-related conditions.

8. Working with the Health Care Industry

CAVHC recognises that appropriate collaboration with healthcare companies can provide valuable opportunities to support innovation, research, education and patient benefit. However, these relationships must always be managed carefully to protect public confidence, ensure independence and maintain trust.

We are committed to ensuring that all partnerships with healthcare industry organisations are transparent, ethical and aligned with our mission, vision and values.

Before entering into any partnership, we will identify and assess any actual, potential, or perceived conflicts of interest involving the Trustee, NHS clinicians, Health Board decision-makers, independent members of the Charitable Funds Committee, senior team members or volunteers.

Relevant interests may include:

- Consultancy arrangements.
- Advisory board positions.
- Research funding.
- Shareholdings or financial interests.
- Other professional relationships with industry partners.

Individuals with relevant interests must not participate in decisions relating to organisations with which they have a professional or financial relationship.

All relevant interests will be declared, reviewed regularly and updated annually in accordance with the charity's governance arrangements.

Those involved in managing or allocating charitable funds must avoid situations where a partnership could influence, or appear to influence, clinical practice, procurement decisions, or commissioning arrangements.

Industry partners will not be granted privileged access to NHS staff, patients or data through the charity or its Health Board relationships.

Any partnership must support public benefit, align with our charitable objectives and be consistent with NHS guidance and evidence-based practice.

Partnerships may be considered where they:

- Support education, awareness raising or public benefit activities.
- Enable research while preserving the independence of research design, outcomes, and reporting.
- Maintain clear and proportionate recognition arrangements.
- Are subject to appropriate governance review and approval by the Charitable Funds Committee, with escalation to the Trustee where necessary.

8.1 Prohibited Activities

CAVHC will not:

- Endorse specific medicines, devices or treatments.
- Allow partnerships to influence procurement decisions or NHS decision-making.
- Enter into arrangements that provide exclusive access to charity events, patient groups or clinical networks.

8.2 Communications and Public Messaging

We will ensure that all educational and public-facing materials are accurate, evidence-based and free from commercial bias.

Where content has received industry funding or support, this will be disclosed openly and transparently. The charity will retain full editorial control over all communications and educational materials and will ensure balanced representation.

The Charitable Funds Committee and Trustee will review healthcare industry partnerships on a regular basis to ensure they remain consistent with this policy and continue to represent the best interests of the charity and its beneficiaries.

Where appropriate, independent ethical advice may be sought for partnerships involving significant value, complexity, or reputational risk.

Feedback from NHS partners, beneficiaries, donors and regulators will be considered as part of ongoing policy development and review.

When developing partnerships, all reasonable steps will be taken to minimise actual or perceived conflicts of interest between public and private healthcare activities. The Head of Charity and relevant fund managers may require additional assurances before approving, or recommending for approval, funding, expenditure, or partnership arrangements.

9. Trusts and Foundations / Public Funding

CAVHC may seek support from a broad range of charitable trusts, foundations and statutory funding bodies to help deliver its mission and strategic objectives.

While grant-making organisations generally exist to support charitable causes, we recognise that all funding relationships should be assessed to ensure they align with our values and do not present unacceptable risks to the charity's reputation or independence.

We will not accept funding where a condition of the award would require the charity to promote or associate with organisations whose activities are inconsistent with our mission, vision or values.

We may choose not to apply for funding, or to end an existing funding relationship where this is considered to be in the best interests of the charity. This may include circumstances where an organisation:

- Becomes associated with significant adverse publicity that could reasonably damage the reputation of CAVHC.
- Is considered to have a demonstrably harmful impact on the environment through its activities or source of income.

Where appropriate, repeated donations, multi-year grants and long-term funding relationships will be reviewed annually to ensure continued compliance with this policy.

10. Staff And Volunteers

CAVHC is committed to maintaining a culture that promotes dignity, equality, inclusion and respect for everyone involved in the charity.

We have zero tolerance for bullying, harassment, discrimination, victimisation, or abuse of any kind. This commitment applies equally to staff, volunteers, fund holders, supporters, donors and all others who engage with the charity.

We will foster an open and supportive environment in which individuals feel confident to raise concerns and report inappropriate behaviour without fear of detriment.

Any concerns or allegations will be considered promptly, fairly and sensitively, in line with relevant policies and procedures.

We are also committed to taking reasonable steps to protect everyone involved in fundraising activity from harm, harassment or unsafe situations.

We support this commitment through:

- Appropriate planning and risk assessment of fundraising activities and events.
- Effective due diligence processes.
- A positive and inclusive organisational culture.
- Clear policies and procedures through CAVUHB, including those relating to Health and Safety, Dignity at Work, Prevention of Sexual Harassment, and Whistleblowing.

11. Professional Fundraisers and Fundraising Agencies

Should CAVHC engage professional fundraisers who are not directly employed by the Charity, they will give a solicitation statement in accordance with the Fundraising Regulator's code of practice when asking for donations on behalf of the Charity. They will be paid proportionate to the benefit the Charity expects to gain from their work, and this will not be excessive.

All fundraising materials and scripts used by professional fundraisers must be approved by CAVHC to ensure they are compliant with our values, standards, and fundraising codes of practice.

We will carry out monitoring to ensure that Professional Fundraisers/Agencies adhere to the same strict standards we apply to our own fundraising.

12. Marketing

Marketing campaigns form a legitimate part of CAVHC's fundraising activities.

Marketing materials and advertisements will be legal, decent, honest and truthful and will be appropriate for the audience to ensure potential donors can make an informed decision.

Advertisements will meet the Committee of Advertising Code (CAP) and Broadcasting Committee of Advertising Practice (BCAP).

All digital marketing will meet the needs of all users in line with the Equality Act 2010.

Use of cookies on all website pages relating to the Charity will be clear, understandable and in a prominent position to ensure the decision to accept is informed. The Charity will not knowingly engage third party website providers which do not conform to this standard.

13. Personal Data

CAVHC donors and supporters entrust us with their personal data when they raise funds for or give funds to us. We will keep their personal data secure and will treat the information that supporters provide to the Charity in line with legislation and best practice working to a culture which puts the individual, be that donor, supporter, member of the public, staff member, or volunteer, first and foremost.

We will ensure that our approach to, and handling of personal information, is communicated to all Charity staff and volunteers and made available to our donors and supporters. Our communications will be transparent, clear, and understandable, providing enough information so that individuals know the purpose of the collection, use and disclosure of personal information as well as how it is safeguarded and how long it is retained.

Our website and our communication with individuals will be used to demonstrate that we are an accountable Charity that values privacy, not only for compliance reasons but because the trust of our donors and supporters is of great importance to us.

While we may contract suppliers to carry out work using personal data in respect of which we are the Data Controller (for example to help manage our database, send emails, carry out research into donors and potential donors), we will not sell, swap or give away any personal data to any other Data Controller for the purposes of marketing or fundraising without the consent of the data subject, or unless we are compelled to do so by law.

Personal data will be collected and used in line with all legal requirements and the Charity's Privacy Statement and Privacy Management Framework.

14. Risk

All fundraising carries some level of risk.

We are committed to innovation in fundraising to provide new and engaging fundraising initiatives to our supporters and to make our fundraising more efficient, but always with attention to legal regulations and best practice guidelines.

We have regard to the cost of fundraising prior to the commencement of any new fundraising activity that may present a financial risk to the Charity. Fundraising activities should not be undertaken if they will expose the Charity to a significant financial risk or to costs that outweigh the expected income from the activity except as part of an approved and budgeted programme. Care will be taken when supporting Fund Holders to deliver fundraising events to ensure appropriate Return on Investment in line with fundraising expectations.

We will take all reasonable measures to safeguard the safety and wellbeing of staff, supporters, and volunteers that take part in any fundraising event organised by the Charity or any of its partners. A risk assessment will be completed for all events considered and agreed as part of our fundraising planning, identifying risks and appropriate ways to mitigate these.

The Charitable Funds Committee will monitor CAVHC's Risk Register through exception reporting at its quarterly meetings and can request oversight of the whole at any time. This is owned by CAVHC alongside colleagues in Finance and Governance.

15. Assurance

CAVHC will be fully accountable and act responsibly and with integrity in all its fundraising activities.

Through the Charitable Funds Committee, the Charity's Trustee ensures there is sufficient oversight of the Charity's fundraising activities. As part of this:

- The Charitable Funds Committee is responsible for agreeing, setting and monitoring Charity strategies and plans, including fundraising targets.
- The Charitable Funds Committee is responsible for ensuring compliance with specific laws, regulations and best practice associated with fundraising.

- Appropriate policies and guidelines are in place and systems are in place to ensure these policies and guidelines are communicated and understood by those who need to adhere to them;
- Resources will be managed responsibly, and consideration will be given to the impact of our fundraising on beneficiaries, donors, supporters and the public;
- CAVHC's Complaints Policy and Procedure is available through our website and can be provided upon request. All complaints will be taken seriously, be treated with the utmost respect and will be responded to in a timely manner. We will keep a record of all complaints that are made to comply with the reporting requirements in the Charities (Protection and Social Investment) Act 2016.
- Fundraising activities are reported regularly and directly to the Charitable Funds Committee. These reports include information about complaints received.

16. Training

CAVHC will provide training and support to all our fundraising staff, relevant volunteers and Trustees to ensure that they are fully aware of our policies regarding fundraising and the legal and regulatory requirements the Charity needs to meet when they raise funds on behalf of the Charity.

17. Appeals

CAVHC is committed to ensuring that decisions are made fairly, consistently and transparently.

Individuals or organisations who wish to challenge a decision made by the Charitable Funds Committee may submit an appeal in writing to the Chair of Cardiff and Vale University Health Board.

Appeals must be submitted within one calendar month of the date on which the decision was communicated.

The Trustee will consider the appeal within one calendar month of receipt and will communicate the outcome in writing within one month of the meeting at which the appeal is determined.

The decision of the Trustee will be final.

18. Application and Review of this policy

CAVHC will ensure that all fund holders, trustees, members of the Charitable Funds Committee, staff and volunteers involved in fundraising activities are aware of and understand this policy.

We are committed to applying the principles set out in this policy consistently when considering the acquisition, management and use of charitable funds, as well as any partnerships that support the charity's work.

This policy will be reviewed regularly to ensure that it remains effective, relevant and aligned with legal requirements, regulatory expectations, and best practice in charitable fundraising.