

Ethical Fundraising Policy

Contents

Introduction	1
Scope	2
Charity Commission Guidance or References Applicable	2
Responsibilities	2
Process	4
1. Donations	4
2. Imagery	4
Version Control - Approval and Review	5

Introduction

The Institute of Psychosexual Medicine (IPM) is a registered charity. It is a medical education organisation that trains healthcare professionals in the speciality of psychosexual medicine through seminar training. It was founded in 1974 and is proud to celebrate 50 years. However, the current economic climate is difficult with reduced sponsorship at events and increasing costs.

In 2024 the IPM developed a 5 year Fundraising strategy to diversify its funding streams and explore new ways of seeking funding.

Purpose

This policy sets out how the IPM manages the ethical issues and social responsibility within fundraising.

Specifically, we aim at all times to be open, honest, fair and to operate in legal way that meets not only the law, but also fundraising regulations and best practice, including the Fundraising Regulator Code of Fundraising Practice.

Scope

Everyone who is involved in fundraising has a responsibility to be aware of and comply with the ethical issues and procedures in this policy.

Charity Commission Guidance or References Applicable

Fundraising Regulator [Code of Fundraising Practice](#)

Charity Commission Guidance [CC3a](#)

Charity Commission 20 [Charity Fundraising: a guide to trustees duties](#)

Fundraising Regulator [regulatory guidance on fundraising behaviours](#)

Fundraising Regulator [fundraising complaints](#)

[RR7 - Independence of Charities from the State](#)

Charity Excellence Framework checklist [due diligence of donors](#)

Charity Commission guidance on [suspicious donations](#)

Responsibilities

Trustees

The trustees are aware of and will comply with Charity Commission guidance, regarding trustees responsibilities, particularly in relation to always acting in the charity's best interests and managing any conflicts of interest.

The trustees are also aware of and follow the 6 principles in Charity Commission 20 (Charity Fundraising: a guide to trustees duties).

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 ensure that everyone is aware of and consistently complies with the regulatory guidance on fundraising behaviours and respond promptly and effectively to any fundraising complaints.

Supporters

Supporters have a right to expect us to provide clear, truthful information on our work, including reporting on how we spend the funding we are given and managing donors' information responsibly.

We will comply with the guidance issued by the Charity Regulators and UK law, including in respect of openness and honesty with our supporters and members of the public.

We will respect the privacy and contact preferences of our donors. We will respond promptly to requests to cease contacts or complaints and act to address their causes.

Beneficiaries

How we represent our beneficiaries, in our communications, is always respectful of them and portrays them in the way they would wish to be seen. We will only use personal information that they have given consent for and for the purposes they have agreed and will not disclose anything that might put them at risk, particularly children and vulnerable people.

Donors

We will ensure that there is not unreasonable intrusion on privacy, unreasonable persistent fundraising or undue pressure to donate.

We will not accept a donation that is not in the IPM's best interest.

Vulnerable Individuals

We will be mindful of indicators that may suggest an individual may be vulnerable. If an individual shows signs of possible vulnerability, we will not place any undue pressure on them to donate. We will not solicit nor accept donations from anyone we know or think may not be competent to make their own decisions. We are sensitive to any particular need that a donor may have.

Commercial Partners

We will not partner with any organisation that produces goods/services or acts in a way that is contrary to our charitable objects, or values.

We are aware of and comply with the Charity Commission RS2 – Charities and Commercial Partners. We will ensure that any commercial agreement represents a fair deal for the IPM.

We will:

- Clearly establish what we expect to gain from it, prior to entering into an agreement.
- Set up appropriate systems to monitor and review the partnership.
- Take appropriate steps to identify and manage any risks.
- Ensure from the outset that the expectations of both the charity and the company have been agreed and can be managed effectively and appropriately.
- We will disclose any commercial partnerships in our Annual Report.

Statutory Authorities

The IPM will also be mindful of RR7 - Independence of Charities from the State. In particular, we will ensure that we remain independent.

Process

1. Donations

If supporters wish their donation(s) to be used in a specific way, or for a specific purpose, they may make a restricted donation by providing written instructions with their donation. We will always respect this.

Refusals

We abide by the law which requires us, in deciding whether to accept or refuse a donation, to consider which action is in the charity's best overall interest.

Due Diligence

We will undertake reasonable due diligence of donors (using CEF checklist), to ensure they don't hold views or are involved in activities that might be incompatible with our role and damage our reputation. In terms of donations, we will ensure that any gift is safe to accept and, doing so, would be in the best interests of our charity. We will also consider issues, such as suspicious donations (see CC guidance), or managing large anonymous gifts, or those from vulnerable individuals.

2. Imagery

If we use AI generated, stock or digitally enhanced imagery, particularly where the subject may be emotive or challenging, we will ensure that the way in which we do so is not reasonably likely to mislead and, potentially, influence people. For example, we may make our policy on its use publicly available and use watermarks, alt text and/or footnotes and/or explain this in content text. We may not do so where its context and/or content is unlikely to mislead or influence.

We recognise that AI deep fakes can be difficult to identify but those using our social media will be made aware of the risk. We will not like, share or support in the comments any imagery or content that we reasonably suspect to be fake.

Discrimination, Harassment, Victimisation and Bullying

The IPM regards any form of discrimination, harassment, victimisation or bullying as unacceptable. This applies for anyone who is involved with our charity, including fundraisers. See IPM Equality, Diversity and Inclusivity Policy and IPM Code of Conduct.

Version Control - Approval and Review

No.	Approved by	Date	Main Changes	Review
1.0	IPM Council	20 January 2025	New Policy approved by IPM Council	3 years