



Policy contact:	Nathaniel Crowley, Trustee
Approved by:	The Board of Trustees of the Miranda Brawn Diversity Leadership Foundation
Chair of the Board of Trustees:	Dr. Miranda Brawn (the “Chair”)
Date effective:	June 2020
Last reviewed or updated:	June 2020
Frequency of review:	Every year

POLICY TITLE:

The Miranda Brawn Diversity Leadership Foundation Fundraising Policy

SUMMARY:

Founded in 2016, The Miranda Brawn Diversity Leadership Foundation is a multi-award winning registered charity which is working hard to help increase education, career success and diversity and inclusion within the UK and beyond. We aim to champion, educate & support young leaders for success and positive social change. We strive to inspire and empower the lives of those from diverse backgrounds who need assistance with their education and career.

This includes:

- Diversity Leadership Scholarship Programmes
- Diversity Leadership Annual Lectures
- Mentoring & Coaching Programmes
- Access to diverse talent

We design and deliver innovative educational and diversity leadership programmes to enable those from diverse social backgrounds to achieve their potential and true success. Our focus is on young



people - the leaders of tomorrow – from all backgrounds and ethnicities with a focus on diversity and inclusion among those we work with.

In this policy, fundraising refers to the engagement of individuals and organisations in their financial support of TMBDLF's work, as well as commercial and retail activities we carry out in order to generate income. In our fundraising, we strive to give our supporters the best experience we can, so that together we can do more to promote and protect diversity and inclusion for everyone. It is critical that our fundraising is transparent, ethical and responsible.

At the time of the latest review, this policy is consistent with the Charity Commission's guidance. We follow the Fundraising Regulator's Code of Fundraising Practice. This code sets the standards for fundraising activity throughout the UK, and we use the Fundraising Regulator badge to publicly show that we are following these standards. In addition, our approach to responsible fundraising is driven by five overarching principles:

1. Our fundraising respects and protects our independence, impartiality and our goals.
2. We fundraise with integrity.
3. We work in constant partnership with those who support us.
4. We value and respect those who support us.
5. We are transparent in our fundraising and use of funds.

WHO THIS POLICY APPLIES TO:

This policy describes the minimum standards for TMBDLF's efforts to raise funds.

All TMBDLF Trustees, staff and volunteers involved in fundraising are required to have a thorough understanding of this policy, and adhere to it and its associated procedures. It is the responsibility of the Board of Trustees to ensure such persons are aware of this policy and its principles and associated procedures. Fundraising persons also need to ensure that they equip individuals and groups fundraising for TMBDLF with the guidance they need to enable them to act in a manner which is consistent with this policy.

In addition, this document forms our agreement with our supporters across the UK in how we will undertake our fundraising activities.

POLICY STATEMENT:

Why we need to raise funds

TMBDLF has an ambitious strategy to effect real change and empower the young leaders of tomorrow. To deliver this strategy, we need funds. In raising these funds, we will share our vision, our plan of work and our impact and will seek to engage as many supporters in the UK as possible.

How we raise funds

We are honest and behave with integrity in all our fundraising. We raise funds in accordance with our fundraising policy, principles and associated procedures, and with our Privacy Policy. These



comply with relevant UK laws and regulation, including those related to privacy. We respect our supporters' privacy and right to decide how and if TMBDLF contacts them.

We treat people equally and fairly and we have a clear procedure in place for how we engage with supporters who may be in vulnerable circumstances. In our fundraising, we aim to inspire people to engage with diversity and inclusion by supporting TMBDLF. We bring this to life by sharing honest, powerful and personal stories with emotional impact.

Where our funds come from

TMBDLF is impartial and independent of any government, political ideology or religious belief, and we ensure that our fundraising respects and protects this. Our primary source of funding for our work is donations from individuals, educational institutions, major corporations including financial institutions, retailers, media companies and professional service providers. We will always seek to generate income and donations from a diverse range of resources to ensure we maintain our sustainability, and do not become dependent on any single source of income.

We actively seek funding in pursuit of our charitable and strategic objectives. We ensure that projects for which we raise funds reflect our mission, priorities, and that neither the funding opportunities we pursue, nor the requirements of funders, will deflect us from our strategic objectives.

We accept donations from a range of organisations – trusts, foundations, educational institutions, companies and commercial organisations – where there will be a benefit to our work, without compromising our mission, independence and credibility.

Sizeable gifts and legacies from individuals will also be subject to screening prior to solicitation or acceptance. If we turn down a gift or offer of support, we will explain why. We can only accept donations that are lawfully made.

We operate the Charity Commission's 'Know your Donor' principle and will make reasonable and appropriate attempts to identify any individual or organisation that gives us financial support, particularly where significant sums are being donated, or the circumstances of the donation give rise to notable risk. We will not accept anonymous donations.

Responsible fundraising

We do not fundraise for the sake of fundraising; we fundraise to generate funds in pursuit of our charitable and strategic objectives. We recognize and respect that when we invest in fundraising activity, we do so with funds donated to us for the promotion of diversity and inclusion. Any investment in fundraising must have the potential to raise additional funds for our work. We communicate our fundraising costs and strive to be as cost-effective as possible.

We are accountable to our supporters; whose generosity enables our work. We put our supporters' donations to work as quickly as we can and do this wisely and responsibly. We thank our supporters for their contributions in a timely and appropriate manner and we keep our supporters updated on how the impact of their support.



We monitor our fundraising activities closely to ensure compliance with our fundraising policy, principles and procedures, and with relevant regulation and legislation. If we get things wrong, we will be open and transparent about our mistakes, and take swift action to fix them. We report on our strategic, operational and financial performance in full compliance with all UK laws and regulations.

Gifts for specific projects

We encourage all supporters to give financial support as general, unrestricted funds. This allows us the freedom to use funds where and when they are needed most, including responding to unexpected opportunities to create positive change.

Occasionally we will ask our supporters to fund specific projects, campaigns or areas of work. We will use any donations raised in this way for the designated purpose for which they were provided.

Should excess funds for such initiatives be collected, the supporter's agreement will be sought for transferring the gift to other specific projects or our general activities.