



Approved April 2025

Ethical Fundraising Policy

- Reviewed by Citymoves Board: Feb 2025
- Approved by Citymoves Board: Proposed March 2025
- Next Finance Committee review: February 2028

Purpose

The purpose of Ethical Fundraising Policy is to:

- Help ensure that funding relationships do not indirectly support activities that are counter to Citymoves' mission;
- Protect Citymoves' reputation, by supporting decision-making on funding opportunities; and
- Provide guidance on the types of companies, funders, and fundraising events that Citymoves will or will not be associated with in pursuing fundraising to support delivery of its mission.

1. Rationale for Fundraising

To enable Citymoves to be sustainable in achieving its aims, we aim to develop a funding base made up of public funding combined with investment, revenues and donations from corporate partnerships, trusts & foundations, and philanthropic individuals. Citymoves aims to diversify its sources of cash and in-kind income, increasing financial contributions towards both core costs and discrete projects.

2. Context

When deciding whether to accept any investment or donation, the Board of Trustees of Citymoves, supported by the CEO, has a duty to demonstrate to the Office of Scottish Charity Regulator (OSCR) that it has acted in the best interests of the SCIO, and that association with any investor or donor does not compromise Citymoves' ethical position, harm its reputation, or put future funding at risk.

The Board recognises that it has a responsibility to its stakeholders and participants to consider the ethical issues that may arise in working with, or accepting funding from, an organisation or individual.

3a. Sources of Income

Sponsorships

Sponsorship is a business service and relationship of mutual benefit whereby one party (typically a company) pays a fee, either as cash or in-kind supply of goods or services to an organisation (typically an event organiser, local business, arts organisation or charity) in return for the exploitable commercial potential associated with Citymoves, generally a set of assets or benefits such as promotional opportunities. It is not a donation.

Corporate partnerships include sponsorships and include relationships where both parties have an equal investment in the partnership – either in cash, resources or a combination thereof – and work together to achieve mutual and/or complementary objectives.

Prior to entering a relationship with a potential corporate sponsor or partner, Citymoves staff should contact the Board which will consider the company and its activities and highlight potential ethical, reputational or financial risks of association. This will be done using publicly available information such as the company's own website, reputable news sites, and companieshouse.gov.uk

If any areas of concern are flagged, the Non-Acceptance Tracker will be updated, and a refusal email will be sent.

The Marketing Executive will make use of the Sponsorship Pack when discussing sponsorship enquiries. This pack will also be available on the website for fair opportunity to would be sponsors.

Corporate Donations

Corporate donations are sums of money or goods-in-kind that a company gives Citymoves, in return for which they receive little or no benefits. Corporate donations will be treated in a similar way to money and goods received for sponsorships and partnerships. Any corporate donor who wishes to have their brand or name attached to a project, building, apparel or other public facing aspect of the SCIO will be treated as sponsorship.

The key distinguishing factor will be that corporate donations will be the gifting of money or goods-in-kind without direct benefit, and the public may only know about such donations in an acknowledgement section of the website or marketing material. Typically, such acknowledgement and thanks will be given at the latter stage of communication, rather than up front and co-branded. Also, corporate donors are likely to be given collective acknowledgement.

The Marketing Executive will make use of the Sponsorship Pack when discussing donation enquiries. This pack will also be available on the website for fair opportunity to would be donors.

Corporate donors may opt to donate for a specific need – such as iPads for Higher Dance education. When such a donation is made, due care is to be taken by the Finance Coordinator to explain that donations for a specific pillar will be spent on such projects, but Citymoves reserves the right to deploy funds raised for specific pillars on emergent needs for that pillar. For example, money raised for iPads for the Education Pillar may be spent on a trip to Scottish Dance Theatre to enable the qualification curriculum.

Unlike Individual Donations, corporate donations can never be anonymous. The Finance Coordinator must maintain a record of all corporate donations. This list will be reviewed by Finance & Resources Committee annually.

Donations from Individuals

Citymoves receives all levels of donations from individuals who wish to support the work we do for the people of the North East. Through specific campaigns and appeals, the public is

invited to give money to a pillar, project or activity. In some cases, these donations are restricted for a specific pillar, or unrestricted.

Legacies

As of February 2025, Citymoves is not setup for receiving legacy donations.

3b. Acceptance Criteria

Citymoves complies with all relevant legislation, including money laundering rules, the Bribery Act 2010 and OSCR guidance.

We therefore accept financial support based on five core principles:

- It must support the aims of Citymoves
- It should not damage our integrity or reputation
- It should not impinge on our independent status
- It should not have undue influence on our policies or actions, either explicitly or implicitly
- It should not come from an organisation or individual that participates in practices that are counter to our values, aims, or mission, as defined in the avoidance criteria of this policy.

Potential new partnerships/avenues for funding are to be added to the *Citymoves Project Funding Tracker*, with new partnerships reviewed and approved at quarterly Finance Committee meetings. The Finance & Resources Committee Chair reports any new funding partnerships to the Board at Trustee Meetings.

3c. Due Diligence on Donations

Citymoves will conduct [due diligence](#) in line with the 'Know Your Donor' principles developed by the Charity Commission, assuring that Citymoves:

- Knows what the organisation/ individual's business is and be assured this is appropriate for the charity to be involved with;
- Watches out for unusual or suspicious or unexpected activities, conduct or requests;
- Carries out research using a range of publicly available sources. This may include the Electoral Register, Companies House, the Register of Charities, the Charity Commission, newspaper reports and company websites.

Due Diligence may be carried out on donations of **£1,000** or more from individuals, **£1,000** or more from grant making trusts, unsolicited corporate donations of **£1,000** or more, and all businesses which the Organisation is actively partnering with. In line with Charity Commission guidance, if a donation of **£25,000** or more is received from an unknown or unverifiable source, it is to be reported to the Charity Commission as a serious incident.

3d. Roles and responsibilities

1. Marketing Executive – will curate acknowledgements of donations which fall into the category of ‘next to no benefit’ and thus are not sponsorship. The website will be checked for old acknowledgement of donations against the policy.
2. Financial Coordinator will allocate restricted donations from the donations page to specific funds arranged by pillar, to ensure donor wishes are respected. Financial Coordinator will maintain trackers of Non-Acceptance, Project Funding, & Corporate Donations. These can be consolidated into a single tracker so long as these categories are clearly noted for governance and audit.
3. Dance Development Coordinator emails a questionnaire for donations over £1000.
4. CEO contacts Board via email in the event of a sponsorship offer, board approval is required for a sponsorship of any sum. CEO maintains non-acceptance tracker. CEO will ensure that all marketing of donation or sponsorship opportunities have appropriate language around Citymoves reserving the right to deploy restricted donations to the pillar under which fundraising illustrations are assigned. For example, the illustration of iPads for Higher Dance lessons would feed the restricted fund for the Education pillar. CEO will inform the board of donations >£1000.

4. Conditions Criteria

Our CEO and/or Board of Trustees will review donations, partnerships, and sponsorships individually, on a case-by-case basis, and there is not a specific list of requirements and exclusions.

However, they have a duty to demonstrate to OSCR that they have acted in the best interests of the charity, and would therefore not accept support where the investment, donation, partnership, or sponsorship, to the best of our knowledge:

- was known to be associated with criminal sources and/or illegal activity including fraud, tax evasion or money laundering
- was from an organisation engaged in modern slavery or human trafficking
- would require Citymoves to advertise any company or organisation whose activities run contrary to our values, aims, or purpose
- is from any source that is counter to or inconsistent with the policies of key funders of Citymoves
- is from any source directly involved in activities that conflict with our values including those engaged in activities or policies that promote prejudice
- would bring the work and name of Citymoves into disrepute
- would lead to a possible decline in financial support for Citymoves from other sources, and thereby risk a fall in the resources available to fund its work
- would lead to a possible decline in engagement with Citymoves by potential beneficiaries of its work, and thereby risk the value and reach of the SCIO

If a gift or offer of investment support is turned down, a careful record of the Board’s decision, and the reason for it, must be kept in the *tracker at the end of this policy*.

Citymoves will not accept anonymous corporate donations.

We may accept anonymous individual or trust donations where there has been a rigorous third-party due diligence process as described above, to ensure that Citymoves is not potentially compromised. We will make reasonable and appropriate attempts to identify any individual or organisation that offers financial support, particularly where significant sums are being donated, or the circumstances of the donation or investment give rise to notable risk. To do this, research will be carried out using a range of publicly available sources, which may include the Electoral Register, Companies House, the OSCR register, media reports and company websites.

Any cash donation made anonymously into a bucket or fundraising device and is larger than £1000 should be added to the tracker for governance and audit, and the CEO will work with the Finance Coordinator to be vigilant for patterns.

If a supporter or investor makes themselves known to us but wishes to remain anonymous, these wishes will be honoured where the donation or investment carries no significant reputational risk. Should risk be perceived, then the process for >£1000 corporate donation is followed.

5. Citymoves Issuing funds to subsidiaries

When distributing funds to Dance Artists, companies and so on who have submitted a successful application, we will ensure that the terms and conditions of this offer include agreement with, adherence to and implementation of this Ethical Fundraising & Funding Policy by the Dance Artists or companies and so on.

When undertaking assessment of applications to Citymoves such as for DanceLive or other projects, we will consider the ethical funding position of the applicant and only make an appointment if satisfied that they align with the Ethical Funding Policy of Citymoves and Creative Scotland and ACC, who are the key funders of the SCIO.

6. Ethical purchasing and use of services

We will not knowingly purchase goods and/or services produced and delivered under conditions which involve any form of abuse or exploitation of third parties. Evidence (not exhaustive) of such abuse and exploitation includes:

- the use of child labour
- the failure to pay employees the Living Wage
- where staff working hours are beyond UK Maximum limits
- when there is evidence of any form of inhuman, unreasonable, or discriminatory treatment of employees.

When we purchase products and services, we will:

- endeavour to ensure that we source materials, products, and agencies' services for the best possible value

- protect our charity's reputation
- aim to work with organisations that reflect our own values and ethical standards

This policy is meant as a working guide for Citymoves, and changes may only be made with the explicit approval of the Board of Trustees.

Non-Acceptance Tracker

Date	Source of Funding Not Accepted	Scale of Funding	Reason for non-acceptance

[QUESTIONNAIRE TO INDIVIDUAL DONOR ABOVE £1000](#)