



British Small Animal Veterinary Association (BSAVA) - Fundraising Policy

This policy sets out how we manage the ethical matters and social responsibility within BSAVA's fundraising activities. BSAVA PetSavers is the brand name for the majority of fundraising activities for the BSAVA.

The purpose of this policy is to ensure that our fundraising practices are transparent, honest, fair, legal and in line with the regulation set by the Fundraising Regulator's [Code of Fundraising Practice](#).

To ensure the sustainability of BSAVA PetSavers we aim to maintain a broad base of funding sources. This policy provides clarity and guidance across all our income streams to our stakeholders.

Supporters of BSAVA PetSavers are key to our income generation and we are fully committed to employing an open and ethical approach to all our fundraising efforts. We will always be honest about what we can achieve when asking for funds, submit realistic budgets (where required), use the funds for the purpose intended and ensure that we provide any reports required on time.

Everyone who is involved in fundraising has a responsibility to be aware of and comply with the ethical issues and procedures in this policy - we will ensure all those involved in income generation understand the [regulatory guidance on fundraising behaviours](#) and how to respond promptly and effectively to any [fundraising complaints](#). BSAVA PetSavers does not pressure supporters to make gifts and respects decisions to stop giving.

We monitor and record any complaints resulting from our fundraising practices, and an annual report is provided to BSAVA Board.

BSAVA is fully registered and compliant with the Fundraising Regulator and has committed to following the Code of Fundraising Practice.

Definitions

BSAVA PetSavers fundraises through a variety of different income streams – primarily donations from individuals and organisations, sponsorship, gifts in Wills and funding from trusts and foundations (see appendix 1).

Requirements

BSAVA will only accept funds if they meet the following requirements:

- **Benefit:** there are strong grounds for believing it will result in benefit to BSAVA. The benefit sought should be viewed as good value for the level of support given and the resource required to secure it
- **Integrity:** the company, organisation, partnership or activity will not bring BSAVA into disrepute, damage our reputation or integrity, or be likely to result in loss of income
- **Strategic fit:** partnerships, activities and the objectives of companies or organisations we work with, do not contradict BSAVA's mission, aims and objectives. 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](#)
- **Independence:** donations, partnerships or activities do not compromise BSAVA's independent status
- **Influence:** there is no attempt on the part of the partner, donor, company or organisation to influence our policy or actions either explicitly or implicitly
- **Legality:** partnerships, activities and the wider business activities of partner companies or organisations must be, as far as we can ascertain, wholly legal under applicable law
- **Codes of Practice:** acceptance of donations, partnerships and activities must comply with the Fundraising Regulator Code of Fundraising Practice and the Fundraising Promise
- **Standards:** the partnership, company or organisation and activity must meet any appropriate and associated national or international standards and abide by any relevant regulations

Role of Trustees

Final responsibility for actions under this Policy and our Fundraising Strategy rests with BSAVA's trustees.

The trustees are aware of and comply with Charity Commission guidance [CC3a](#) regarding trustee's 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 \(Charity Fundraising: a guide to trustees duties\)](#)

Consideration of Opportunities

Some companies, organisations or donors will require special consideration before funding can be accepted from them, and in some cases the funding will need to be refused or returned.

Funders that may be considered contentious should be discussed with the BSAVA PetSavers Management Committee Chair and BSAVA CEO, and, if the CEO deems necessary, with Board before being approached (see appendix 2a).

The list in appendix 2a is not exhaustive and BSAVA retains the right to decline funding from any funder which BSAVA, in its sole discretion, considers inappropriate. The final decision must be rational and reasonable, taken in good faith by trustees acting within their powers and in the best interests of BSAVA, and supported by clear evidence. The decision and the reasoning behind it must be documented (see appendix 2).

Some companies, organisations or donors may approach BSAVA with funding that is for purposes that fall outside BSAVA's purposes or is highly restrictive in nature, such as that requested to support research in a very specific area e.g. breed-specific or disease-specific projects.

In such cases, it may be possible to work with the donor to allow more flexibility in how the donation can be used, such as encouragement to donate to a relevant therapy area.

Should any donations appear suspicious, whether in size or nature, we will employ the Charity Commission's [Know Your Donor key questions](#). Anonymous donations can be accepted but charities are required to report any donations over a certain threshold from an unknown or unverifiable source to the [Charity Commission](#).

BSAVA PetSavers welcomes ideas for possible fundraising but due to limited staff resources and a busy schedule of activities we may need to decline them based on resource capacity. Individuals, community groups and corporate partners (via employee fundraising) may wish to fundraise for BSAVA PetSavers on a third-party basis by organising their own events and activities. We will provide guidance on keeping events safe and legal through downloadable resources from our website.

Vulnerable individuals

In communicating with donors/potential donors we will be mindful of indicators that may suggest an individual may be vulnerable, using [REAL](#) – Retain, Explain, Able, Listen.

We will never place any undue pressure on individuals to donate, we will not solicit or accept donations from anyone whom we suspect may not be competent to make their own decisions and we will always be sensitive to any particular need that a donor may have.

Authority to Proceed

Donations can only be accepted if appropriate authority for approval has been secured. The thresholds for approval are as follows:

Donations up to £5,000	Fundraising Manager, Fundraising and Grant Awards Manager or Finance Manager
Donations between £5,000 and £50,000	CEO or delegate
Donations above £50,000	Full Board approval

Transparency

A copy of this policy will be made available to any third parties who undertake any fundraising on our behalf.

Data Protection

BSAVA will administer all fundraising in line with its Data Protection Policy.

Funders will never be given direct access to mailing lists or data held by BSAVA, unless it has the express permission of the data subject.

All funders have a right to request access to their personal data.

BSAVA acknowledges the donor's right to privacy and will uphold the values of the Fundraising Regulator's Fundraising Promise.

Should any funder or donor wish to make a complaint about fundraising, then they may do so by contacting administrationofficer@bsava.com.

Gift Aid

We will seek to maximise all donations by claiming Gift Aid from HMRC wherever possible. Donors will be asked for a Gift Aid declaration, which will be stored in the BSAVA Filestore folders. Claims will be made to HMRC in line with the requirements of current legislation.

Agencies and Third Parties

On occasion, we may work with third parties, sponsorship agencies, consultants and partners on our fundraising. Where such parties are engaged, they must also adhere to this policy. When we work with suppliers and agencies we ensure that they are fully registered with all the appropriate regulatory bodies, reviewing all their policies as part of our robust procurement due diligence process.

This policy will be reviewed annually by BSAVA PetSavers and any recommended changes will be put to Board for approval.

Policy introduced	January 2023
Policy owner	Fundraising Manager
Policy approved by	Board
Policy revised	September 2024

Relevant contacts

CEO Amanda Stranack a.stranack@bsava.com	Fundraising Manager Alison Selby a.selby@bsava.com	Head of Membership & Marketing Bernard Frost b.frost@bsava.com
Fundraising & Grant Awards Manager Sarah Williams s.williams@bsava.com	General PetSavers Petsaversadmin@bsava.com	

Appendix to Fundraising Policy

1 - Definition of income streams

Sponsorship is where a business provides money in order to secure the marketing and promotion of its business name, products, services or image. Sponsorship may also include the giving of services or goods for the same in return. Before a sponsorship can be secured, the following steps must be undertaken:

- Research: businesses approached should be researched to ensure a best fit in line with this policy.
- Valuation: benefits to be offered to a sponsor must be valued to ensure proposals are fair and reasonably priced.
- Benefits: all crediting and branding permitted must be agreed in advance based on the valuation.
- Invoicing: full payment should be received before the sponsored activity takes place.
- Contracting: all sponsorships over £1,000 should be documented with a written contract.
- Evaluation: sponsors should be provided with an evaluation demonstrating return on investment after the activity.
- Review: sponsors should not be contracted for longer than 3 years without consideration of whether the partnership still represents best value for BSAVA.

A donation is a gift for which no direct benefit is sought. A donation may take various forms including cash, services or goods and can be from an individual or an organisation. A donor's name or list of donors may be on display or included in publicity if the BSAVA chooses to do so by way of thanks, unless the donor has requested anonymity. It must be made clear to the donor that any decision to display or include the donor's name is at the sole discretion of the BSAVA. BSAVA is entitled to claim Gift Aid on donations from individuals where a Gift Aid Declaration is made that confirms that the individual is tax resident in the UK and has paid tax during the period in which the donation is made. Donations are not subject to VAT.

A legacy gift is an item or donation from an individual's (donor's) estate that is left in their Will. It is also known as planned giving as donors often plan these gifts years before they are distributed. A residuary bequest is from what remains in the estate after other bequests, expenses and claims have been paid out; a pecuniary bequest refers to a fixed sum of money; while a specific bequest is a gift of a specific item listed in a Will, which is easily identified from all other listed assets. Legacies do not qualify for Gift Aid Declarations but are entirely exempt from inheritance tax.

Trusts and foundations are donations to a charitable organisation for a specific purpose. There is an obligation to fulfil any criteria the funding body may place upon the grant i.e. to ensure the project that is funded satisfies their aims and objectives and proceeds as outlined during the grant application process. Funding bodies sometimes require some level of profile in return for their grant and this should be in proportion to the size of grant and

agreed in writing before accepting the grant and is usually in the form of a logo or line credit with agreed wording in publicity. Grants should always be documented in some form of written agreement between the parties.

When a donation or a grant is received, staff should ensure the following:

- Clarify where the donation or grant will be spent and whether it should be treated as unrestricted or restricted funds.
- Document the gift and log any relevant details agreed such as management of the gift and activity funded, decision making for any changes to the activity supported, payment schedule etc.
- Thank the funder, ensuring that benefits of significant financial value are not given that will conflict with this policy or significantly off-set the value of the gift.
- If the gift is being made by a UK resident taxpayer, undertake full documentation for possible Gift Aid claim purposes.

BSAVA needs to know the source of funds to ensure it complies with this policy and to better focus future fundraising efforts.

Appendix to Fundraising Policy

2 - Consideration of Opportunities

(2a)

Examples of potentially contentious funders include those that:

- are involved in illegal activities or offer funding with an illegal condition;
- may have unethical practices with regard to the manufacture of their products e.g. animal welfare, human rights;
- promote or are involved in tobacco, pornography, weaponry or similar activities;
- do not have the mental ability to decide to donate;
- give funds which must be returned in certain circumstances;
- may undermine BSAVA's independence through giving funds;
- are in financial or legal conflict with BSAVA;
- as far as BSAVA is aware, do not uphold the same values of our Equality & Diversity Policy;
- may lead to an unacceptable private benefit to an individual or organisation through giving funds.

The above list is not exhaustive and BSAVA retains the right to decline funding from any funder which BSAVA, in its sole discretion, considers inappropriate. This decision must be rational and reasonable, taken in good faith by trustees acting within their powers and in the best interests of BSAVA, and supported by clear evidence. The decision and the reasoning behind it must be documented.

Factors to be taken into account when making these decisions include:

- the value of the donation and its potential to help further BSAVA's purposes;
- the financial loss that will result from refusing/returning the donation;
- the short- and long-term impact of the decision;
- how likely and serious the risks involved are in refusing/returning the donation and the risks involved in accepting or keeping the donation;
- the length of the time since the donation was given;
- the impact of the return on BSAVA's funds, activities, commitments, plans, budgets, and reporting;
- views of donors and stakeholders about accepting, refusing, or returning the donation;
- whether BSAVA can afford to return the donation.

If BSAVA does not have the power to refuse/return a donation but it is in their best interests to do so, and where this will benefit a trustee or individual/organisation connected to the trustee, the Charity Commission's authority must be obtained.

Alcohol Sponsorship

Organisations which produce and promote alcohol may sponsor our events, provided that the sponsorship adheres to the Portman Code of Practice on Alcohol Sponsorship available from <http://www.portmangroup.org.uk>

This stipulates that all alcohol companies and anyone representing alcohol brands must abide by the code. The code does not apply to pouring rights agreements in their pure form, but to sponsorship benefits offered to an alcohol partner.

The code requires that alcohol companies demonstrate responsibility in promoting their products and ensure their products are only promoted to those over 18 years (therefore their brand cannot appear on anything specifically targeted at under 18, or where more than 25% of audience is under 18 years).

They must also comply with relevant licensing legislation where sampling or sale takes place.

The guide includes a complaints procedure and provides a free advisory service by contacting advice@portmangroup.org.uk if a sponsorship needs to be discussed before acceptance.

(2b)

If a donation is put towards or fully covers the costs of one or more specific BSAVA PetSavers research grants, this may be done retrospectively or before the grant(s) has been awarded. If retrospectively, the aims of the research project(s) will be explained to enable the donor to make an informed choice about aligning their donation with one or more projects. If the donation is made before the research grant(s) is awarded, the donor agrees to allow their donation to be used to fund a project(s) within their area of interest but at the discretion of the BSAVA PetSavers' grant awarding committee. In both cases, the donation becomes committed to the project(s) for its duration or until the donation is used up. The donor cannot influence the objective, design or execution of the research. If the projects complete in full or terminate early without using all the donated money, these funds will be used for general BSAVA PetSavers' activities or returned to the donor if they so wish.