



Little Blue Heroes Foundation Fundraising from the Public Policy

Fundraising from the Public Policy

Effective Date	
Approved by	Little Blue Heroes Foundation Trustees
Version Number	1.0



Table of Contents

1. INTRODUCTION	3
2. PURPOSE.....	3
3. SCOPE	3
4. DONOR CHARTER	3
5. DONATION CRITERIA	4
6. USE OF DONATIONS	5
6.1 Unrestricted donations.....	5
6.2 Restricted donations.....	5
7. LITTLE BLUE HEROES FOUNDATION FUNDRAISING COMMITTEE.....	6
7.1 Establishment	6
7.2 Responsibilities	6
8. DONATIONS.....	6
9. GIFTS IN KIND	7
10. RELATIONSHIPS WITH BUSINESSES	7
10.1 Relationships with Business.....	7
10.2 Responsibility.....	7
10.3 Assessment	8
10.3 Memorandum of Understanding.....	10
10.4 Principles for Business or Corporate Partnerships	10
10.5 Communications	11
11. LEGACY/BEQUESTS.....	11
12. CHANGES TO THE FUNDRAISING FROM THE PUBLIC POLICY	11



1. INTRODUCTION

The work of Little Blue Heroes Foundation would not be possible without the generosity of its donors and supporters. It is through this generosity that Little Blue Heroes Foundation can continue to pursue its mission to provide practical and financial support to families of children who have serious illnesses in Ireland while granting the wish of the children it supports to become Honorary Gardaí to empower the child and foster positive engagement with An Garda Síochána.

Little Blue Heroes Foundation is committed to treating all donors with respect, honesty, fairness and transparency. As a registered charity Little Blue Heroes Foundation, the board of trustees will ensure that all fundraising from the public is carried out in an open, transparent, honest, respectful and accountable manner in accordance with guidance from the Charities Regulator.

2. PURPOSE

The purpose of this policy is to have a transparent, clear and consistent policy in relation to donations and fundraised income.

3. SCOPE

This policy applies to Little Blue Heroes Foundation Board of Trustees, employees, and volunteers. All individuals or groups who raise or accept funds on behalf of Little Blue Heroes Foundation have a responsibility to follow this policy.

4. DONOR CHARTER

Little Blue Heroes Foundation is dedicated to best practice in fundraising and is committed to implementing the Statement of Guiding Principles for Fundraising, published by The Wheel and the Guidelines for Charitable Organisations on Fundraising from the Public published by the Charities Regulator. Little Blue Heroes Foundation based on these guiding principles has established a donor charter which is publicly available from our website

www.littleblueheroes.org



5. DONATION CRITERIA

Little Blue Heroes Foundation recognises the important role of donations to realising its vision and mission and achieving its goals. Little Blue Heroes Foundation has clear acceptance and refusal criteria in place for donations. This approach is in keeping with best practice for charitable organisations in Ireland.

When deciding on whether to accept a donation Little Blue Heroes Foundation will:

- Comply with any legal or regulatory requirement;
- Have a clear pathway for persons with the authority to make decisions about donations;
- Ensure that decisions around donations accord with the vision, mission, and values of Little Blue Heroes Foundation;
- Provide a clear objective standard against which external regulatory bodies can judge the actions of Little Blue Heroes Foundation in cases of potential or actual dispute; and
- Provide a clear policy statement outlining the processes related to donation acceptance or refusal.

Little Blue Heroes Foundation may refuse a donation in circumstances where:

- the donation is suspected or known to be derived from the proceeds of illegal activity;
- the values of the donor, in particular for corporate donors, are not aligned with the values of Little Blue Heroes Foundation;
- accepting the donation might contribute to a decline in other support;
- accepting the donation risks damaging the reputation of Little Blue Heroes Foundation;
- accepting the donation risks damaging Little Blue Heroes Foundation's charitable or company status and/or membership of other organisations;
- the costs incurred in accepting the donation are greater than the value of the donation itself;
- accepting the donation is dependent upon the fulfilment of certain criteria or conditions placed upon Little Blue Heroes Foundation such as but not limited to:
 - a condition linked to the donation that is contrary to the objectives of Little Blue Heroes Foundation;
 - a condition linked to the donation that is regarded as unreasonable in relation to the resources required to fulfil same;
 - a condition linked to the donation that is regarded as unreasonable or unsuitable as regards public recognition of that support;
 - a condition linked to the donation will divert Little Blue Heroes Foundation from pursuing its current objectives, policies or work priorities;



- where the donation is dependent upon Little Blue Heroes Foundation first spending its own funds or resources in order to facilitate the execution of the original offer of support;
- where the donation requires complex processes to process the monies which would incur a cost that exceeds the value of the donation to Little Blue Heroes Foundation;
- where the donation consists of goods and services which do not align with, or fulfil, current or future organisational objectives;
- If the donation is goods, services or property which Little Blue Heroes Foundation cannot lawfully use, convert, exchange or sell to directly support its vision, mission, values and organisational objectives.

Donations are subject to consideration, approval and refusal, on a case-by-case basis by the board of trustees. In the case of a donation which is, or is likely to be, in excess of €25,000, the Chairperson will be informed as soon as possible.

Any requests by a donor for the return of part of all of their donation, should be made in writing to the Secretary of Little Blue Heroes Foundation.

It is the policy of Little Blue Heroes Foundation to issue receipts for all donations. Little Blue Heroes Foundation will send a receipt and, where appropriate thank you letter to the donor within five working days. Where donations are received using an online facility, donations will be acknowledged by a thank you page displayed after completion of the donation.

6. USE OF DONATIONS

6.1 Unrestricted donations

Unrestricted donations are donations without any specific conditions attached. The majority of donations are unrestricted. Unrestricted donations give greater flexibility to the organisation. This income is used by Little Blue Heroes Foundation, for the most part, to fund its campaigning work. All donations received by Little Blue Heroes Foundation are treated as unrestricted income unless otherwise agreed with the donor.

6.2 Restricted donations

Restricted donations are those donations that come with conditions. These conditions are usually that the donation is used for a specific purpose. All restricted donations will be subject to a written agreement between the donor and Little Blue Heroes Foundation. There are occasions where the use of a restricted donation might not be possible. For example, the ending of a project or campaign. In these circumstances, Little Blue Heroes Foundation will obtain the consent of the donor to use the remaining income for another purpose.



7. LITTLE BLUE HEROES FOUNDATION FUNDRAISING COMMITTEE

7.1 Establishment

The Fundraising Committee is a committee established by the Board of Trustees. The Fundraising Committee consists of a minimum of four members. The Board may approve individuals with fundraising expertise to join the committee. The committee reports to the chairperson and Board of Trustees.

7.2 Responsibilities

- Identify Little Blue Heroes Foundation funding requirements and develop a sustainability strategy for Little Blue Heroes Foundation in cooperation with the Finance and Procurement Committee;
- Support Little Blue Heroes Foundation in targeting individual donors;
- Identify suitable funding opportunities through statutory bodies, grant bodies, foundations and philanthropic organisations;
- Oversee the implementation of an annual funding action plan (including activity targets) by the Board of Little Blue Heroes Foundation;
- Monitor the funding activities and relationships with, and reporting to, funders.
- Report to the Board on fundraising performance;
- In cooperation with the Little Blue Heroes Foundation Finance and Procurement Committee advise the Board on financial and fundraising risk.

8. DONATIONS

Any donation perceived by a trustee, employee or volunteer of Little Blue Heroes Foundation, should be presented, as soon as possible, to the Information of the Administration Officer.

Donations and gifts to Little Blue Heroes Foundation trustees, employees and volunteers are prohibited and will not be accepted. In addition, any person working with, for, or on behalf of Little Blue Heroes Foundation cannot directly and personally benefit from a benefit in kind.

Little Blue Heroes Foundation recognises and accepts that on occasion trustees, employees and volunteers may receive on occasion a small gift from the organisation or the public as a recognition of good work done. Examples of this include, but are not limited to, a bouquet of flowers or a box of chocolates.



9. GIFTS IN KIND

A gift in kind is described as an asset that has a financial value and examples include, but are not limited to, office equipment, furniture, and clothing. The Board of Trustees are to be notified of the offer of gifts in kind. Little Blue Heroes Foundation will keep a record of any gifts in kind received.

10. RELATIONSHIPS WITH BUSINESSES

10.1 Relationships with Business

Creating, building and maintaining working relationships and partnerships with those in the business and corporate sectors is an important part of fundraising. As such, this section should enable the Board of Trustees and staff of Little Blue Heroes Foundation to make clear and consistent decisions regarding the creation, building and maintenance of such relationships.

Little Blue Heroes Foundation recognises the need to partner with such organisations that are aligned with Little Blue Heroes Foundation’s vision, mission and values and goals. While recognising the value of business and corporate partnerships, Little Blue Heroes Foundation also recognises the need for transparency with such partnerships.

Creating, building and maintaining relationships with business and corporate partners is an important part of fundraising, and the fundraising strategy of Little Blue Heroes Foundation. These relationships may be formed through the pro-active approach by Little Blue Heroes Foundation or by the business or corporate approaching Little Blue Heroes Foundation.

For the purpose of clarity, Little Blue Heroes Foundation will categorise a business or corporate partnership as one which is an active, on-going and public association with an organisation which qualifies as a business, where an approach has been made by Little Blue Heroes Foundation or by the business to create such a partnership.

Any relationship which may exist at present, or in future, between Little Blue Heroes Foundation and a business which is not active, on-going or public will not be deemed to be a business or corporate partnership.

Where a business or corporate partnership is (or is likely to be) greater than €5,000 in value, this must be brought to the attention of the Chairperson of Little Blue Heroes Foundation as soon as possible.

10.2 Responsibility

Responsibility for business and corporate partnerships and all related activity rests with the Chairperson of Little Blue Heroes Foundation. Responsibility for elements of the partnership may be delegated to other volunteers on the Fundraising Committee. The Board of Trustees will make the final decision regarding business and corporate partnerships.



Business and corporate partnerships may involve, but are not limited to, activities below:

- Sponsorship of a programme/project or purpose of Little Blue Heroes Foundation
- Employee fundraising which is donated to Little Blue Heroes Foundation.
- Matching employee fundraising initiatives (e.g. where employees raise €5,000 and the business matches the donation with another €5,000)
- Promotion of Little Blue Heroes Foundation as an organisation or a Little Blue Heroes Foundation campaign;
- Little Blue Heroes Foundation promoted by internal communications within the business;
- Little Blue Heroes Foundation promoted by external communications outside the business;
- Gifts in kind (e.g. office equipment, furniture, clothing, use of premises);
- Volunteering of business employees;
- Promoting the partnership by internal communications within Little Blue Heroes Foundation;
- Promoting the partnership by external communications outside Little Blue Heroes Foundation;
- Inclusion of the partnership in digital, print and traditional media; and
- Other requests which are deemed to be reasonable by both parties, and not incur expenditure by Little Blue Heroes Foundation which would be more than the income generated.

10.3 Assessment

An assessment will be conducted by Little Blue Heroes Foundation of any potential partnerships. The assessment will include the potential benefits and risks which are, or could be, associated with a partnership. The assessment may include, but not limited to, the following points:

- The financial standing and stability of the business. This may include assessing the businesses accounts;
- The past, current and projected reputation of the business.
- Any issues, either positive or negative, related to the public image of the business should be considered. This should especially be considered in light of potential impact to Little Blue Heroes Foundation and having an association.

There are some types of business which Little Blue Heroes Foundation does not consider for partnerships. However, exclusion of the business type is for the purpose of a business or corporate partnership. Such exclusions do not inhibit individual members of staff of such business types from making a donation to Little Blue Heroes Foundation. The types of business listed below:



- Producers of alcohol;
- Producers of pharmaceuticals;
- Producers of materials or services which may be judged to be abusive of individuals or groups; be discriminatory or prejudicial, or knowingly deny or block a person’s human rights;
- Producers of materials or services which may be judged to block, obstruct or contradict the work of Little Blue Heroes Foundation;
- Producers of pornographic content and material; producers of health related products with unsubstantiated findings or unregulated production; producers of tobacco; producers of electronic cigarettes, vaping, or producers of nicotine alternative products; producers or suppliers of materials and services which have substantial evidence of negative health impacts of such; unsubstantiated health claims, in particular ill health related claims; business operating in ways or with outputs which may be deemed to obstruct a person’s health and wellbeing and access to appropriate supports.

The assessment will be completed in a timely manner as to not impede the development and progression of a potential partnerships. A timeline for the completion of the assessment should be outlined by the Board of Trustees of Little Blue Heroes Foundation, the Fundraising Committee, or the Chairperson of Little Blue Heroes Foundation as applicable.

In cases where the assessment does not recommend pursuing a partnership with the organisation, or where the Board of Trustees of Little Blue Heroes Foundation, the Fundraising Committee or the Chairperson of Little Blue Heroes Foundation, does not recommend pursuing a partnership, the decision should be included as a note in the assessment. The decision must be agreed upon by the relevant parties within Little Blue Heroes Foundation.

In cases where the assessment does recommend pursuing a partnership with the organisation, or where the Board of Trustees of Little Blue Heroes Foundation, the Fundraising Committee or the Chairperson of Little Blue Heroes Foundation, does recommend pursuing a partnership, the decision should be included as a note in the assessment. The decision must be agreed upon by the relevant parties of Little Blue Heroes Foundation.

In the cases where the assessment has an unclear outcome about the potential partnership, the information collected should be presented to the Board of Trustees for a decision to be made. The assessment should include a note about an inconclusive assessment of the business suitability for partnership, and the decision made by the board.

Once a decision to not proceed with a partnership has been reached, it is the responsibility of the Chairperson to manage notifying the business, as applicable in the case where the business approaches Little Blue Heroes Foundation for a partnership.

10.3 Memorandum of Understanding

In all instances of a business or corporate partnership, Little Blue Heroes Foundation will prepare a Memorandum of Understanding (MOU) or Partnership Agreement which is to be signed by both parties. The MOU will incorporate the core elements of this policy and the agreed terms of the partnership. Items to include in the MOU should include, but is not limited to:

- The key contacts in both organisations;
- The best communication pathway for partnership related communications;
- The Board of Trustees of Little Blue Heroes Foundation (and relevant contact information);
- What the business will offer Little Blue Heroes Foundation;
- What Little Blue Heroes Foundation will offer the business;
- The expected start date, duration, and end date of the partnership;
- The core principles of business or corporate partnerships;
- Terms & Conditions by either party;
- Notice period for the review, termination or renewal of the partnership;
- Signatures by appropriate persons from both organisations;
- The signing date of the document; and
- Other information as deemed relevant by either parties.

10.4 Principles for Business or Corporate Partnerships

Little Blue Heroes Foundation will minimise the risk that a business or corporate partnership will have a negative impact on the reputation of Little Blue Heroes Foundation.

Little Blue Heroes Foundation will not allow a business or corporate partnership to influence strategic direction, programmes, projects or purposes of work. The Little Blue Heroes Foundation will not allow any intention of a business or corporate partner to the same.

Little Blue Heroes Foundation will not allow a business or corporate partnership to influence the procurement or tendering process in place, or offer any competitive advantage to the business or corporate for any procurement or tendering process.

Little Blue Heroes Foundation will make business and corporate partnerships known to the public through the Little Blue Heroes Foundation website, digital communications, social media platforms, in the Little Blue Heroes Foundation Annual Report, and relevant traditional media.

Little Blue Heroes Foundation will not create, build or maintain partnerships with a business which falls within the exclusion criteria for partnerships (as outlined above).

Little Blue Heroes Foundation will not create, build or maintain partnerships with a business which is not deemed be aligned with Little Blue Heroes Foundation's vision, mission and values or organisational goals.



Little Blue Heroes Foundation will undertake an on-going evaluation of the partnership and development. This is a process MHR very much welcomes the partner business to be a part of to ensure the success of the partnership.

10.5 Communications

Little Blue Heroes Foundation name and or/logo must not be used without prior consultation and written agreement between Little Blue Heroes Foundation and the partner.

Inclusion of information related to the partnership between Little Blue Heroes Foundation and the business must not be used without prior consultation and written agreement between Little Blue Heroes Foundation and the partner.

All communications being used for traditional media, digital media, media releases (including media interviews) which refer, or may refer, to the partnership or to Little Blue Heroes Foundation will require prior consultation and written agreement from Little Blue Heroes Foundation.

In all circumstances where the partner intends to refer to the Little Blue Heroes Foundation in their internal or external communications, they must seek consultation and written agreement from Little Blue Heroes Foundation. This also includes ensuring the brand of Little Blue Heroes Foundation are being realised in any internal or external communications.

Little Blue Heroes Foundation is happy to work directly with the business or with their third party communications company/companies on all internal and external communications which relate to the partnership or Little Blue Heroes Foundation.

11.LEGACY/BEQUESTS


Little Blue Heroes Foundation recognises that benefactors may wish to leave a legacy to Little Blue Heroes Foundation. Legacy donations and bequests are a very important element of fundraising for charitable organisations. Such a gift, small or large, helps Little Blue Heroes Foundation plan into the future and leaves a lasting legacy of the donor

12.CHANGES TO THE FUNDRAISING FROM THE PUBLIC POLICY

This Fundraising from the Public Policy is kept under regular review and is therefore subject to change.



Document History & Version Control

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Version No.	1.0	
Approved by	Little Blue Heroes Foundation Trustees	
Introduced by	Trustees	
Date of Effect		

