



British Lung Foundation

Ethical Fundraising Policy

The British Lung Foundation (BLF) is dedicated to supporting people affected by any lung disease. To help guarantee the availability of ongoing funds to pay for this work, the BLF aims to maintain a broad base of different sources of funding.

This purpose of this policy is to ensure clarity and openness to all our stakeholders.

Context

We actively seek opportunities to work together with external organizations and individuals to achieve shared objectives. However, it is vital that we maintain our independence and do not allow any external partnership to bring the name of the British Lung Foundation into disrepute.

The BLF therefore accepts financial support from, and partnership working with, companies and individuals on the following conditions:

- There are strong grounds for believing it will result in benefit to people living, and affected by, lung disease.
- The Chief Executive and Trustees are satisfied that no adverse publicity will result from accepting such support
- There is no attempt on the part of the company or individual to influence BLF policy or actions either explicitly or implicitly
- That initiatives do not compromise the independent status of the BLF

Cause Related Marketing, Affinity Marketing and Product/Service Endorsement

- The BLF does not endorse or approve products or services of any company. A statement to this effect will be included alongside any branding or promotion associated with products
- The BLF will not promote any products or services knowingly linked to respiratory disease unless published research is proven to have benefits
- Only the BLF will have direct access to our database, patient groups and beneficiaries
- In order to ensure that all of our cause-related promotion reflects our charity's values any potential initiative must come to the Chief Executive and relevant governance committee for approval

Avoidance Criteria

The BLF will not accept financial support or partnerships with companies involved with any of the following activities:

- The manufacture of tobacco
- The sale of pornography
- Specifically soliciting business from accident victims or their families

Acceptance Criteria

When deciding whether to accept any particular donation, the Chief Executive and the Trustees have a duty to demonstrate to the Charity Commission that they have acted in the best interest of the charity, and that association with any particular donor does not compromise BLF's ethical position, harm our reputation or put future funding at risk. The BLF complies with all relevant legislation including money laundering rules, the Bribery Act and Charity Commission guidance, including terrorism and political activity.

The BLF therefore would not accept any of the following where the donation:

- Was known to be associated with criminal sources
- Would help further a donor's personal objectives, which conflict with those of the BLF
- Would lead to a possible decline in support for the BLF, and so risk a fall in the resources available to fund our work
- Would otherwise significantly damage our reputation

Purchasing

The BLF seeks to purchase goods and services which are produced and delivered under the conditions that do not involve the abuse or exploitation of any persons.

- Child labour shall not be used
- Living wages are paid
- Working hours are not excessive
- No discrimination is practiced

The BLF expects suppliers to accept responsibility for labour and environmental conditions under which products are made and services are provided and to make written statement of intent regarding the company's policy.

Investments

Under the BLF's Articles of Association the Trustees have the power to invest in such stocks, shares, investments and property in the UK as they see fit. The BLF adopts a medium risk investment strategy that excludes investments in tobacco manufacturers.

Transparency

The BLF will undertake to communicate this policy to all its stakeholders.

Related documents

British Lung Foundation - Guidelines for working with the Corporate sector