



**Ridley
Eye
Foundation**

Fundraising Policy

ridleyeyefoundation.org

Fundraising Policy

Introduction

The purpose of this policy is to set out the way in which the Ridley Eye Foundation (REF) conducts its fundraising, why, and with what safeguards for both donors to, and beneficiaries of, REF's charitable activities.

Structure

The Ridley Eye Foundation is a UK registered charity. It has established a subsidiary charity in Nepal called the Ridley Eye Foundation Nepal (REFN), which is a legally registered charity in Nepal with its own Trustees and run by a managing Trustee none of whom are remunerated. REFN in turn oversees the operational activities of REF's High Altitude Cataract Project in Nepal and its delivery partners. REFN's administration and governance costs are funded by the UK parent charity's endowment fund income.

Responsibilities

Our Fundraising Policy and its implementation is ultimately the responsibility of the Board of Trustees. The Chief Executive is responsible for its implementation and bringing to the attention of Trustees any donation or donor that might breach this policy, or where any donation may need to be referred to any statutory or regulatory body including the National Crime Agency or the Charity Commission.

The Charity's Finance and Compliance Trustee is the first point of contact for our fundraising complaints procedure and is responsible (along with the Chief Executive) for informing the Board of Trustees of any complaint concerning the Charity's fundraising policy or activities.

Governance Procedures

The principle procedures for the oversight of donations are set out below:

- The Board of Trustees must be informed of any donation of more than £5,000
- A review of donations and potential donations is to be made at each quarterly Trust Meeting
- Any donation of more than £10,000 is subject to Trustees approval
- The Finance and Compliance Trustee will keep a schedule of donations and will brief Trustees on a quarterly basis
- All strategic and funding partnerships valued at £5,000 or more must be approved by the Board of Trustees and minuted in a formal meeting

- The results of any due diligence exercise must be recorded in writing and reported to Trustees for a decision on any further action

What Do We Fundraise For?

We raise money to fund free cataract surgery for the most needy in the remote communities along the Himalayan Range of Nepal. Cataracts account for 75% of cases of preventable blindness in Nepal. This wholly treatable condition blights the lives of those affected economically and socially. Access to surgery in these remote areas is, challenging in its provision, affordability, and the patients ability to attend hospital. The Ridley Eye Foundation's High Altitude Cataract Project takes surgery to the patient rather than expecting the patient to travel, often for days, to hospital.

Our Financial Model

The Ridley Eye Foundation does not fundraise to administer itself. A modest endowment fund settled by Sir Harold Ridley, the Charity's founder, provides the income for the governance and administration of the charity. The proceeds of fundraising go directly to funding our surgical camps delivered to communities in Nepal above 2000 meters. This service is free to patients. We utilise a separate current account held with an ethically focused UK bank to hold the proceeds of fundraising, and to cover the direct costs of raising those funds. We regard all donations as restricted to the direct support of our surgical camps unless otherwise agreed with our donors.

We will run capital campaigns to fund the procurement of essential ophthalmic equipment or for a specific build project, but these are clearly marketed as such. Again we regard donations to these specific campaigns as restricted funds.



Fundraising Policy

How Do We Fundraise?

We use a range of fundraising options. These include:

- Donations from the public primarily through our website
- Fundraising events. These are both social and activity based
- Corporate donations under respective corporate social responsibility programmes
- Corporate sponsorship with branding opportunities by mutual agreement
- Acceptance of goods or services in kind subject to Trustees approval
- Grant giving trusts and foundations
- High Net Worth Individuals
- Legacies and bequests. (Please download or ask to see our separate Legacies Policy)
- In memoriam gifts and activities. A personalised way to commemorate a loved one or special event

From Whom Do We Raise Money?

We raise money from a range of sources. The list is not exhaustive but includes:

- Members of the public
- Companies or organisations within the ophthalmic or medical sector
- Other commercial entities or organisations with shared objectives
- Grant giving trusts and foundations within their charitable objectives
- High Net Worth Individuals with a specific association with Nepal, sight, or the relief of poverty
- Government and NGO funding where we meet the qualifying criteria

Our Fundraising Values And Transparency

Our fundraising values are summarised as follows:

- We do not use funds raised from our donors other than for the direct delivery of our charitable purpose which is providing free cataract surgery to the remote communities in Nepal
- We respect that restricted donations should only be used for the purposes stipulated by the donor at the time of the donation. If we cannot meet that obligation we will say so
- We do not make 'cold calls' to members of the public or engage agents to do so on our behalf

- We do not use professional fundraisers or commercial partners to fundraise from the public on our behalf
- We DO use third party fundraisers who DO NOT fall under the legal definition of a professional fundraiser. Nevertheless we do require them to make a 'solicitation statement' in accordance with Section 60 of the Charity Act 1992
- We are registered with the UK Fundraising Regulator, and comply with its Code of Conduct
- We will not accept money or gifts in kind from sanctioned regimes or individuals
- Neither will we accept funding from companies, organisations, or individuals who do not respect ethical or legal principles as set out in UK legislation regarding human rights, diversity, equality of opportunity, environmental sustainability, and animal welfare; or whose source of wealth, or corporate or individual behaviour, would damage the moral integrity or reputation of the Ridley Eye Foundation
- We retain the right to return donations that we suspect originate directly or indirectly from an immoral (any form of human, animal, or non regulated environmental exploitation), or any illegal source, or as a result of illegal behaviour or activity
- Our donors should accept that we will apply the same level of scrutiny and due diligence to their donation as we would expect them to apply to us
- With the donors agreement we will remain engaged with them, and will aim to demonstrate the impact and value for money of their donation. (Please see our Fellowship Scheme)
- We will at all times be straightforward and transparent in providing information about our fundraising, and our use of donations, except where we have a legal or regulatory duty to withhold it
- We respect the dignity of our beneficiaries. Any imagery or stories that identify an individual or group of beneficiaries/patients will be with their specific approval
- We do not publicise any medically privileged information concerning our beneficiaries
- We do use anonymised patient data for epidemiological and statistical purposes to improve the quality of delivery and geographical reach of our surgical camps. This is done in cooperation with our partner hospitals, and is compliant with their own data protection policies

Fundraising Policy

What Are The Costs Of Fundraising?

We limit the costs of fundraising to 12.5% of the funds raised. This means that 87.5 pence in every pound sterling is used to restore the sight of someone unable to reach, or afford, cataract surgery. The 12.5% of donations is used to cover only direct expenses of fundraising including marketing materials, CRM database fees, fundraising platform costs, the transaction processing fees including international bank transfers, and any expenses associated with third party fundraisers.

How Do Use Our Funds?

We use your donations or goods and services in kind as follows:

- We use your money to provide free cataract surgery to the needy in the remote communities of Nepal living or working above 2000 metres along the Himalayan Range
- Within specific campaigns we will use your money to buy essential ophthalmic equipment. Screening and theatre equipment needs to be portable and robust
- We obtain such equipment locally in order to ensure long term maintenance and repair
- We discourage the donation of equipment directly due to limitations on service support arrangements
- Again, within a specific and transparent campaign, we might seek to raise funds for the construction or renovation of a primary care clinic to enable safe and convenient surgery in a hitherto unsupported location
- We would and do use donated services to improve public information programmes both for our fundraising, and to enhance the availability and timing of our services to our beneficiary communities
- We do not use your funds to administer the charity or pay employed staff

The Way We Engage With Our Donors

We aim to establish long term relationships with our donors regardless of the value or regularity of their donation, subject of course to their own wishes. We engage with donors through the following channels:

- The High Altitude Cataract Project Fellowship Scheme. This scheme gives qualified donors and volunteers an opportunity to see our work on the ground in Nepal

- Engagement Events. We aim to run a small number of engagement events during the year. Those donors who have agreed to be on our contact list will be invited
- Subscribers Newsletters. We aim to provide a twice yearly progress report by way of a newsletter. Our donors may subscribe or unsubscribe at will
- Social Media. We communicate on three social media platforms (Facebook, Instagram, and LinkedIn) for those that wish to follow our activities or engage with us virtually
- Website. Our website is regularly updated with videos and posts on our surgical camp activities, and what the Charity is doing in the UK
- We also repost updates from our strategic partners where appropriate to REF's mission

Our Code Of Conduct And Compliance

The Ridley Eye Foundation complies with all relevant legislation, including money laundering rules, the Bribery Act and Charity Commission guidance, including on terrorism and political activity.

We carry out due diligence on donations of £10,000 or more from individuals, £50,000 or more from grant-making trusts, unsolicited corporate donations of £25,000 or more, and all businesses which the Charity 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 will be reported to the Charity Commission as a serious incident. N.B. This only applies when the donor is completely anonymous, not when the donor is known to the Charity but wishes to remain publicly anonymous.

REF is registered with the UK Fundraising Regulator (FR) and is committed to the FR's Code of Conduct.

Fundraising Policy

Complaints About Our Fundraising Activities

Any questions or complaints about our fundraising activities should be directed in the first instance to:

The Finance and Compliance Trustee at the Ridley Eye Foundation by email at office@ridleyeyefoundation.org:

Should you then wish to take any matter of concern forward you should contact the Fundraising Regulator at www.fundraisingregulator.org.uk where there is an online complaints form. If you have difficulty completing the form you may try any of the methods below.

- emailing complaints@fundraisingregulator.org.uk
- calling 0300 999 3407 (Monday to Friday, 09.30 am – 4.30 pm)
- sending a letter to Fundraising Regulator, Eagle House, 167 City Road, London, EC1V 1AW

This policy is subject to review by the Board of Trustees in January of each year.

Prepared by the CEO and Approved by Trustees

May 2022

