



## **UK Cervical Cancer – Our Approach to Fundraising**

### **1.0 INTRODUCTION**

As a caring and thoughtful Charity, all the activities we are involved in to achieve our overall objects as contained in our Memorandum and Articles of association stated below are carried out within the terms of The Charity Commission and all associated Organisations and Legislation. Our objects to advance the health of the public in the UK or elsewhere are:

- To provide education and conduct research about the prevention and treatment of cervical cancer and other women's diseases and cancers,
- To promote to the public the advancement of health and the saving of lives through screening, treatment and vaccination for cancer and particularly cervical cancer,
- To facilitate medical screening, vaccination and treatment of people affected by cervical and similar cancers and
- To provide support and relief to those in need who are affected directly or indirectly by cervical cancer and other related women's diseases and cancers.

Regarding all of our fundraising activities we are meticulous in ensuring that all of them are compliant and operated at the highest possible ethical level within the constraints of the Codes of Practice of the Fundraising Regulator and Gambling Commission Licence conditions and codes of practice (LCCP) and all activities are governed by the Policies and Procedures detailed below. We will only work with our contractors and suppliers that have the same approach to compliance and operate policies in line with ours. Furthermore, we will also be members of industry sector and commercial bodies who will provide support and enhance our ability to working within stronger compliance boundaries.

It is also very clear to us that the market sector in which we are operating is constantly changing meaning that we have to have procedures in place to ensure that we are aware of the changes and deal with them in an appropriate manner. Furthermore, as we grow, we will also be looking to establish ways in which we can improve the ways everyone with whom we are working is aware of changes and necessary actions to deal with it. At the moment as a very small organisation, the Operations and Fundraising Director will have responsibility for ensuring that we devise and implement appropriate Policies and Procedures, that they are reviewed and assessed, and changes made when needed. Finally, in line with LCCP, we will ensure that Data required by the Gambling Commission is available on demand and are staff are available for discussion as and when required.

## **2.0 Policies and Procedures, Memberships and Third Parties**

In essence, this policy summarises our approach to Fundraising by stating our position in the following ways:

- Full Policy and Procedure Documents,
- Statements of Other Policy Matters,
- Confirmation of our Membership and Registration Details and
- Our Approach to Using Third Party Suppliers.

### **2.1 Full Policies and Procedure Documents**

- Prevention of Gambling being source of Crime and Disorder
- Complaints
- Fair and Open Provision
- Quality Assurance
- Socially Responsible Calling and Verification
- Social Responsibility for Problem Gamblers, Vulnerable and Young People
- Privacy Policy
- Statements of Terms and Condition
- Slavery and Human Trafficking Policy

### **2.2 Statement of Other Policy Matters**

As in some cases we may be working with others in the sector, including an ELM and Tele-Marketing Contractor, the matters detailed below will be dealt as stated:

- Business Continuity and Back-up – discussions have taken place with our Partners to ensure that should either of us have a systems failure resulting in Data loss the other body would have appropriate 'Back-up' material and ability to continue the activities we are involved in provide the actions taken are ICO compliant.
- Money Laundering – we will follow Gambling Commission recommended and appropriate actions.
- A General Statement – this is confirmation that within the policies listed above, we have taken account of Gambling Commission requirements for dealing with Vulnerable People including children and ensuring that they are eligible to participate in our activities. Furthermore, our policies are very clear in our approach to self-exclusion and use of Gambleaware.  
We also have a similar approach to dealing with Data Protection and issues such as 'avoidance of nuisance calls' which are touched on in our policies and detailed in our and Partners' Policies.

### **2.3 Memberships and Registrations**

As we develop our approach where appropriate, we will ensure that we become members of:

- The Lotteries Council,
- Institute of Fundraising,
- Registration with Fundraising Regulator and
- Registration with Information Commissioners Office

## **2.4 Standards for Third Party Suppliers**

Contractors and Suppliers who adhere to the principles and practices detailed above and as follows:

- Purchasing and Usage of Data and Data Management Services – See comments above.
- PCI Compliance - we will ensure that our Partners carrying out any financial transactions on our behalf are PCI Compliant.
- Fully prepared and signed Contracts prior to Commencing a Campaign.
- Marketing – all our Marketing, Marcoms material and associated activities will be covered by the appropriate legislation and regulatory bodies including the Advertising Standards Board.

Furthermore, it is key that this policy applies to anyone working within the Charity or any organisation working on our behalf in any Fundraising capacity including carrying out Tele-Marketing, Mail and Online and External Lottery Management Activities.