



CARE OF POLICE SURVIVORS (COPS)

'Rebuilding Shattered Lives'

COPS Fundraising Promise

Introduction

Care of Police Survivors (COPS) is dedicated to helping the families of police officers who have lost their lives in relation to their duty, to rebuild their lives. To help guarantee the availability of ongoing funds to pay for this work we must ensure an ethical approach to fundraising so we meet our legal obligations set out in the *Code of Fundraising Practice** and secure the support of our fundraisers and donors.

Policy Objectives

1. To ensure clarity and openness to all our stakeholders

COPS will seek to be honest and transparent in the way that funds are raised and spent.

- Requests for funds will always be truthful and accurately describe the charity's work.
- Donations will be used to support the published purposes of the charity and in line with the purpose for which they are solicited.
- Spending on fundraising and administration will be kept as low as is cost-effective.
- Charity accounting and accountability will comply with the highest legal, accounting and ethical standards and be fully transparent.

2. To ensure fair fundraising practices

COPS will seek to ensure that fundraising practices, undertaken directly by COPS or in aid of COPS, will not be intrusive or disrespectful.

- Fundraising methods will never be over-persistent.
- All requests for funds will respect the dignity and privacy of those who may benefit from the donation and the dignity and privacy of potential donors.
- Fundraisers will disclose conflicts of interest that may arise.
- Fundraisers will not engage in activities which are demonstrably contrary to COPS' values.
- COPS reserves the right to decline to support fundraising activities which appear impractical or poorly-conceived.
- COPS will not sell donor details.

* <https://www.fundraisingregulator.org.uk/code-of-fundraising-practice/code-of-fundraising-practice/>



3. To ensure the independence of COPS

COPS seeks opportunities to work together with external organisations 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 COPS into disrepute.

COPS therefore accepts financial support from, and partnership working with, organisations and individuals on the following conditions:

- There are strong grounds for believing it will result in a benefit to Survivors.
- COPS is satisfied that no adverse publicity will result from accepting such support.
- There is no attempt on the part of the organisation or individual to influence COPS policy or actions either explicitly or implicitly.
- That initiatives do not compromise the independent status of COPS

In cases of cause related marketing, affinity marketing and product/service endorsement:

- COPS 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
- COPS will not promote any products or services which are contrary to COPS' values.
- Only COPS will have direct access to our Survivor and Donor databases.

4. To ensure protection of the COPS brand

When deciding whether to accept any particular donation, COPS has a duty to demonstrate to that we have acted in the best interest of the charity, and that association with any particular organisation or individual does not compromise COPS ethical position, harm our reputation or put future funding at risk.

COPS complies with all relevant legislation including money laundering rules, the Bribery Act and Charity Commission guidance. COPS therefore would not accept any of the following where the donation:

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