



New London Synagogue Ethical Fundraising Policy

This policy sets out the principles and procedures for ethical fundraising at New London Synagogue. It is designed to ensure that all fundraising activities are conducted with integrity, honesty, and respect for our donors, our Synagogue community, and the wider Jewish community.

1. Applicability and Compliance

This policy applies to all members of the New London Synagogue community, including our clergy, staff and Council Members. Everyone involved in fundraising, from a large-scale appeal to a personal ask, must adhere to this policy.

New London Synagogue is a registered charity and complies with all relevant UK laws and regulatory guidelines, including those issued by the Charity Commission, HMRC and the Fundraising Regulator. In our fundraising efforts, we will not knowingly mislead or provide false information, nor will we place undue pressure on any donor, particularly if they may be vulnerable. We aim at all times to be open, honest, fair, and to operate in a legal way that meets not only the law, but also fundraising regulations and best practice, including the Code of Fundraising Practice.

2. Acceptance of Donations

New London Synagogue accepts donations on a 'good faith' basis, with the presumption that a donation is acceptable unless there is evidence to the contrary. We will conduct appropriate risk-based due diligence to mitigate any potential risks. In deciding to accept or refuse a donation, we will balance the potential impact on our mission and work against any risks associated with accepting the donation, such as damage to our reputation, a loss of public trust or the risk of breaking the law.

We are a welcoming institution and our decisions will be made without distinction by reference to race (including colour, nationality and ethnic or national origins), sex, pregnancy and maternity, disability, marriage or civil partnership, age, sexual orientation, religion or belief, gender reassignment, or any other type of discrimination prohibited by law.

Factors we will consider include:

- The donor's physical or mental health, disability, or learning difficulties
- Whether the donor is facing stress or anxiety
- Whether the donation could cause the donor financial hardship
- The donor's ability to understand the commitment they are making
- The donor's age; we will not solicit or accept regular donations from anyone under the age of 18 unless they can demonstrate a clear understanding of the commitment

Final decisions regarding a donation may be escalated to the Council, which is legally obligated to act in the best, long-term interest of the synagogue.



3. Refusal of Donations

New London Synagogue will not accept a donation where there are reasonable grounds to believe:

- The individual or organisation holds views or is involved in activities that are incompatible with our values as a Jewish community.
- The donation may be an attempted scam, money laundering or is in some other way illegal.
- The donation is linked to a private benefit, such as an obligation to purchase goods or services from a specified company.
- Any conditions attached to the donation are so inflexible or onerous that they compromise our charitable independence or effectiveness.
- The cost of accepting the donation would exceed its value.

4. Respecting Donors and Vulnerable Individuals

We are committed to being open, honest and fair with all our donors. We will:

- Provide clear and truthful information about our work and how we spend the funds we are given
- Respect the privacy and contact preferences of our donors, responding promptly to any requests to cease contact
- Manage donor information responsibly and in accordance with all data protection regulations
- Be mindful of indicators that a potential or existing donor may be vulnerable. If a person shows signs of vulnerability, we will avoid placing any undue pressure on them and will not accept donations from anyone we know or suspect to be incompetent to make their own decisions

In communicating with potential or existing donors, we will be mindful of indicators that may suggest they are vulnerable, using the REAL framework:

- Retain - Do you have to repeat what you have said repeatedly?
- Explain - Are they able to properly explain or communicate the decision they have made?
- Able - Do they understand what they are being told?
- Listen - Are they able to listen, follow, and understand the discussion taking place?

5. Members and Communications

In our communications, we will represent our members, including children and vulnerable people, in a way that is respectful and dignified. We will only use personal information if we have explicit consent, and we will not disclose anything that might put a member at risk.

6. Restricted Donations

If supporters wish their donation(s) to be used in a specific way, or for a specific purpose, they may make a restricted donation by providing written instructions with their donation. We will always respect this.



7. Approval and Review

- Approval By: The Council
- Date:
- Next Review Date: