

# THE ROYAL NAVAL BENEVOLENT TRUST

## FUNDRAISING POLICY

### Introduction

1. RNBT's Royal Charter allows for fundraising. Specifically, under powers that the Trustees may exercise:

'To raise funds and invite and receive contributions; provided that in raising funds the trustees shall not undertake any substantial permanent trading activity and shall conform to any relevant statutory regulations.'<sup>1</sup>

2. RNBT is registered with the Fundraising Regulator, and abides by the Fundraising Promise<sup>2</sup>, specifically:

- a. We will commit to high standards;
- b. We will be clear, honest and open;
- c. We will be respectful;
- d. We will be fair and reasonable;
- e. We will be accountable and responsible.

### Compliance

3. The Trust will comply with the Code of Fundraising Practice<sup>3</sup>. In particular, the RNBT Fundraising Complaints Policy is available at <http://www.rnbt.org.uk/about-us/publications/>. Those actively involved in fundraising on behalf of the Trust are to become familiar with the contents of the Code; any areas of uncertainty or difficulty are to be discussed with the Chief Executive, who may seek further advice where necessary or appropriate.

4. All fundraising and marketing activity, carried out by RNBT or a chosen partner, is required to be compliant with all appropriate data protection legislation, including GDPR. All personal information collected by RNBT or any partner organisation is confidential and is not for sale or to be given away or disclosed to any third party without consent. See RNBT Privacy Policy, available at <http://www.rnbt.org.uk/privacy-policy/>

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<sup>1</sup> Royal Charter Clause 12.

<sup>2</sup> The Fundraising Promise (The Fundraising Regulator) <https://www.fundraisingregulator.org.uk/code-of-fundraising-practice/the-fundraising-promise/>

<sup>3</sup> The Code of Fundraising Practice (The Fundraising Regulator) <https://www.fundraisingregulator.org.uk/code-of-fundraising-practice/code-of-fundraising-practice/>

## Responsibility and standards

5. The Chief Executive is responsible for all fundraising activity. The Central Committee is to be kept informed of planned fundraising activity, and consulted should there be any potential activities which may conflict with this Policy.
6. This Policy is applicable to trustees, staff and volunteers. Agreement to abide by this Policy must be secured before any third party organisation or contract staff are engaged to undertake fundraising or supporting marketing activity on behalf of RNBT.
7. No general solicitations shall be undertaken by telephone or door-to-door.
8. Fundraising activities should not be undertaken if they may be detrimental to the good name or standing of RNBT.

## Current fundraising activity

9. Current fundraising can be summarised as follows:
  - a. Making information about how to make a donation or to create a legacy available (website; leaflets given out by hand at events).
  - b. Limited occasional fundraising events (e.g. HMS VICTORY dinner 25 May 2017; in previous years the annual clay pigeon shoot).
  - c. Liaison with certain known Trusts or benefactors who have expressed an interest in the Trust (e.g. The Michael Uren Foundation and the Mayor of Fareham's fundraising activity during 2018-2019).

## Staff effort and specialist support.

10. The Trust is currently not configured for active fundraising. Should a more active fundraising policy be adopted there would be a requirement either for an increase in staffing or for specialist support. Specialist advice on establishing a fundraising project would be required.

## Link to long-term strategy.

11. Fundraising policy is to be aligned with the Trust's long-term strategy<sup>4</sup>, and must be the enabler of that strategy, specifically, capital projects, rather than in-year expenditure. The Centenary of the Trust's Royal Charter (2022) offers a significant opportunity for focused fundraising.

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<sup>4</sup> The RNBT Strategy to 2035 – Into the Second Century

## Relationship with RNRMC.

12. RNRMC is actively engaged in fundraising. RNBT is cognisant and sensitive to this work and where possible will avoid interactions which would prejudice RNRMC's fundraising efforts. To this end, direct liaison with RNRMC's fundraising staff is authorised and encouraged, as directed by the Chief Executive.

## Enablers

13. PR and awareness. No fundraising campaign can succeed without an awareness of the Trust's activities, and therefore the profile of the Trust needs to be sustained by carefully targeted and considered PR, to include:

- A modern website focused on telling the RNBT's story.
- Appropriate use of social media to highlight activity and raise awareness.
- Targeted advertising, including on social media.

14. Engagement with potential donors or grant-making organisations. No major fundraising campaign is likely to succeed from a standing start, so quiet early engagement with potential donors and organisations is both appropriate and necessary. The maxim 'friend-raise before fund-raise' is apposite.

15. Trustee involvement. Trustees are a key component of the engagement process. The recruitment of a specialist Trustee for fundraising<sup>5</sup> may be considered.

16. Review. This Policy will need regular updating. Next review: September 2019.

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<sup>5</sup> The Royal Charter allows for five specialist Trustees; currently there are three, covering finance, law and care of older people.