



West Somerset Railway Association

The Railway Station, Bishops Lydeard, Taunton, TA4 3BX

T: 01823 433856 E: info@wsra.org.uk

www.wsra.org.uk

POLICY TITLE: West Somerset Railway Association Fundraising Policy

SUMMARY: West Somerset Railway Association (WSRA) is a membership charity supporting the West Somerset Railway. Our mission is to promote and preserve the heritage of the West Somerset Railway. We do this by restoring, preserving and displaying railway locomotives, carriages, wagons and other relevant artefacts and connected buildings.

In this policy, fundraising refers to the engagement of individuals and organisations in their financial support of WSRA's work, as well as commercial and retail activities we carry out in order to generate income. In our fundraising, we strive to give our supporters the best experience we can, so that together we can do more to promote and protect the heritage of the West Somerset Railway for everyone.

It is critical that our fundraising is transparent, ethical and responsible. This policy is consistent with the Charity Commission's guidance. In addition, WSRA is registered with the Fundraising Regulator*, which is an independent self-regulatory organisation. As a member, we are committed to the highest standards in fundraising. We follow the Fundraising Regulator's Code of Fundraising Practice. This code sets the standards for fundraising activity throughout the UK, and we use the Fundraising Regulator badge to publicly show that we are following these standards. In addition, our approach to responsible fundraising is driven by these six key principles:

- Our fundraising respects and protects our independence, impartiality and our mission
- We fundraise with integrity.
- We work in partnership with the WSR PLC and those who support us.
- We value and respect our supporters.
- We fundraise with courage and conviction.
- We are transparent in our fundraising and use of funds

WHO THIS POLICY APPLIES TO: This policy describes the minimum standards for WSRA's efforts to raise funds. All WSRA staff, and volunteers involved in fundraising are required to have a thorough understanding of this policy, and adhere to it and its associated procedures. It is the responsibility of the General Manager to ensure that staff and volunteers are aware of WSRA's fundraising policy, principles and associated procedures.

WSRA staff also need to ensure that they equip individuals and groups fundraising for WSRA with the guidance they need to enable them to act in a manner which is consistent with this policy. In addition, this document forms our agreement with our supporters in how we will undertake our fundraising activities.

POLICY STATEMENT:

Why we need to raise funds

West Somerset Railway Association has an ambitious strategy to protect and preserve the heritage of the West Somerset Railway for current and future generations. To deliver this strategy, we need funds. In raising these funds, we will share our vision, our plan of work and our impact and will seek to engage as many supporters as possible. Raising funds does not drive the work of WSRA; it drives our ability to deliver our work. In donating and raising funds, our supporters are acting to preserve the West Somerset Railway.

How we raise funds

We are honest and behave with integrity in all our fundraising. We raise funds in accordance with our fundraising policy, principles and associated procedures, and with our data protection policy and procedures. These comply with relevant UK laws and regulation, including those related to privacy. We respect our supporters' privacy and right to decide how and when the WSRA contacts them. We treat people equally and fairly and we have a clear procedure in place for how we engage with supporters who may be in vulnerable circumstances. In our fundraising, we aim to inspire people to engage with the heritage of the West Somerset Railway by supporting the WSRA. Sometimes we bring that heritage to life by sharing honest, powerful stories with emotional impact. We respect the privacy of our supporters and will only share stories where we have informed and prior consent to do so.

Where our funds come from

Our initial source of funding for our work is donations from individuals. Our individual supporters are our source of legitimacy, as well as funding. However, we will seek to generate income and donations from a diverse range of resources to ensure we maintain our sustainability, and do not become dependent on any single source of income. We actively seek funding in pursuit of our charitable and strategic objectives. We ensure that projects for which we raise funds reflect our mission and priorities, and that neither the funding opportunities we pursue, nor the requirements of funders, will deflect us from our strategic objectives. We accept donations from a range of organisations – trusts, foundations, companies, commercial organisations – where there will be a benefit to our heritage work, without compromising our mission, independence and credibility. We will not solicit or accept gifts from individuals or organisations with whom association would significantly risk our reputation. All gifts and offers of support from organisations will be screened against a set of guidelines in accordance with our fundraising procedures. Sizeable gifts and legacies from individuals will also be subject to screening prior to solicitation or acceptance. If we turn down a gift or offer of support, we will explain why. We can only accept donations that are lawfully made. We operate the Charity Commission's 'Know your Donor' principle and will make reasonable and appropriate attempts to identify any individual or organisation that gives us financial support, particularly where significant sums are being donated, or the circumstances of the donation give rise to notable risk. We will not accept anonymous corporate donations. We may accept anonymous individual, or trust donations where there has been a rigorous third party due diligence process, to confirm that WSRA is not potentially compromised. If a supporter makes themselves known to WSRA but wishes their gift to remain anonymous, we will honour these wishes, on the basis that the donation carries no significant reputational risk.

Responsible fundraising

We do not fundraise for the sake of fundraising; we fundraise to generate funds for our heritage work and in pursuit of our charitable and strategic objectives. We recognize and respect that when we invest in fundraising activity, we do so with funds donated to us for the protection and advancement of the heritage of the West Somerset Railway. Any investment in fundraising must have the potential to raise additional funds for our work. We communicate our fundraising costs and strive to be as cost-effective as possible. We are accountable to our supporters whose generosity

enables our work. We put our supporters' donations to work as quickly as we can and do this wisely and responsibly. We thank our supporters for their contributions in a timely and appropriate manner and we keep our supporters updated on the impact of their support. We monitor our fundraising activities closely to ensure compliance with our fundraising policy, principles and procedures, and with relevant regulation and legislation. If we get things wrong, we will be open and transparent about our mistakes, and take swift action to fix them. We report on our strategic, operational and financial performance in full compliance with all UK laws and regulations.

Gifts for specific projects

We encourage all supporters to give financial support as general, unrestricted funds. This allows Trustees the freedom to use funds where and when they are needed most, including responding to crisis situations or unexpected opportunities to preserve the heritage of the West Somerset Railway. Occasionally we will ask our supporters to fund specific projects, campaigns or areas of work. We will use any donations raised in this way for the designated purpose for which they were provided. Should excess funds for such initiatives be collected, the supporter's agreement will be sought for transferring the gift to other specific projects or our general activities.

RELATED POLICIES, PROCEDURES, PROCESSES, FORMS, GUIDELINES AND OTHER RESOURCES:

This policy is supported by the following materials:

- Direct Marketing Association Code
- Fundraising Regulator Code of Fundraising Practice
- Privacy and Electronic Communications (EC Directive) Regulations 2003
- The Charities (Protection and Social Investment) Act 2016
- The Data Protection Act 2018
- The Charitable Institutions (Fund-Raising) Regulations 1994
- The Charities Act 2011
- The Gambling Act 2005

HOW IS THIS POLICY SHARED?

This policy is a public document and as such is available on WSRA's website to supporters and potential supporters of The West Somerset Railway. WSRA will share this policy with all fundraising staff, suppliers, and office and shop volunteers.

COPYRIGHT AND LEGAL INFORMATION:

This policy is for information only, and therefore is not a binding contract and does not confer legal rights on any person. WSRA reserves all rights (including copyright) in any information and materials provided under this policy.

FEEDBACK:

We recognise that although our supporters may share our values, they may not agree with everything we say or do – in preserving Railway Heritage or in raising funds. We respond to questions and feedback from supporters promptly and consider fully the points of view expressed. We will acknowledge a complaint about any aspect of our fundraising within five working days and aim to resolve complaints within ten working days of receipt. If the complainant remains dissatisfied, their complaint will be referred to our Chairman. If this does not resolve the issue the complainant may take their complaint to the Fundraising Regulator.

To make a complaint about WSRA’s fundraising activity, please contact us on the details below:

Write: The General Manager, WSRA, The Railway Station, Bishops Lydeard TAUTON TA4

Phone: +44 (0) 1823 433856 (Tuesday – Saturday 09:30 – 16:00)

Email: manager@wsra.org.uk

Website: www.wsra.org.uk/contact

WHAT IS THE ASSURANCE PROCEDURE FOR THIS POLICY?

We have clear governance and management controls in place for us to deliver transparent, and responsible fundraising. Our General Manager reports monthly to the Board of Trustees. Our Board of Trustees receive assurance that our fundraising programme is conducted in accordance with this Fundraising Policy. We use the framework set out in the Charity Commission’s guidance for trustees, Charity fundraising: a guide to trustee duties (CC20), to do this.

WHO IS RESPONSIBLE FOR THIS POLICY? WSRA’s board of Trustees is ultimately responsible for compliance with this policy, with the support of WSRA’s General Manager.

Policy Author	Jacque Green, WSRA General Manager
Sign off	WSRA board of Trustees
Effective Date:	March 2019
Last reviewed or updated	March 2019
Frequency of review	Two years
Next Review due:	March 2021