



Ethical Fundraising Policy

The British Lung Foundation (BLF) is dedicated to supporting people affected by any lung disease. To help guarantee the availability of ongoing funds to pay for this work, the BLF aims to maintain a broad base of different sources of funding. The purpose of this policy is to ensure clarity and openness to all our stakeholders.

Context

We actively seek 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 BLF into disrepute.

The BLF therefore accepts financial support from, and partnership working with, companies and individuals on the following conditions:

- There are strong grounds for believing it will result in a benefit to people living, and affected by, lung disease
- The Chief Executive and Trustees are satisfied that no adverse publicity will result from accepting such support
- There is no attempt on the part of the company or individual to influence BLF policy or actions either explicitly or implicitly
- That initiatives do not compromise the independent status of the BLF

Cause Related Marketing, Affinity Marketing and Product/Service Endorsement

Endorsement of products/medical devices related to our disease areas will be assessed by Executive who will seek medical advice to inform their decision-making. Services i.e. insurance etc will be assessed by executive on a case by case basis with analysis of the merit of the service as well as risk attached. With lower value relationships these will be similarly assessed for merit and risk but with any endorsement only extending to the value of the purpose of the product/service rather than the individual product itself

- The BLF will not promote any products or services knowingly linked to respiratory disease unless published research is proven to have benefits

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- Only the BLF will have direct access to our database, patient groups and beneficiaries
- In order to ensure that all of our cause-related promotion reflects our charity's values any potential initiative must come to the Chief Executive and relevant governance committee for approval

Avoidance Criteria

The BLF will not accept financial support or partnerships with companies involved with any of the following activities:

- The manufacture of tobacco

Acceptance Criteria

When deciding whether to accept any particular donation, the Chief Executive and the Trustees have a duty to demonstrate to the Charity Commission that they have acted in the best interest of the charity, and that association with any particular donor does not compromise the BLF's ethical position, harm our reputation or put future funding at risk. The BLF complies with all relevant legislation including money laundering rules, the Bribery Act and Charity Commission guidance, including terrorism and political activity.

The BLF therefore would not accept any of the following where the donation:

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

Transparency

The BLF will undertake to communicate this policy to all its stakeholders.