



Gaia Education Fundraising Policy

Aims of the Charity

Mission

Gaia Education is a leading-edge provider of sustainability education that promotes thriving communities within planetary boundaries.

Vision

We work towards a resilient future within planetary boundaries where no one is left behind.

We work in Sustainable curriculum development, delivering e-learning courses, we train Trainers in becoming facilitators of regenerative education and discussions. We also have several International projects to support their local communities to thrive and develop sustainable livelihoods.

Commitment to our ethical standards and to the achievement of our purposes

We actively seek opportunities to work together with external organisations and foundations to achieve shared objectives, including socially responsible businesses, which are committed to making a positive contribution to a sustainable future. However, it is vital that we maintain our independence and do not allow external partnerships to damage the name and reputation of Gaia Education.

Gaia Education therefore seeks, so far as is practical and within the constraints of UK law, initiatives that do not compromise the independent status of Gaia Education to ensure that the activities of organisations we work with are consistent with our organisational values. This policy has been devised to ensure clarity and openness to all our stakeholders. It is designed to address foundation relationships as well as corporate sponsorship. We welcome comments and suggestions as to how these goals can be met.

Funding

All fundraising operations are always legal, honest, open and respectful to all stakeholders and follow GE's core principles:

1. Beneficiaries First
2. Respect for Diversity
3. Regeneration and Sustainability
4. Community-led Development
5. Transformational Innovation
6. Human Rights and Social Justice
7. Equality and Equity
8. Integrity & Transparency
9. Safeguarding in Action
10. Ethical Communications

Gaia Education will always be honest and transparent about how donations are used to fulfil our mission, open about the methods we use to raise funds and who we work with, respectful to the wishes, preferences, personal information and circumstances of the people we interact with and we will take all steps necessary to comply with the law and fundraising practice standards.

- Nobody directly or indirectly employed by or volunteering for Gaia Education shall accept commissions or bonuses for fundraising activities on behalf of the organisation
- We will always be respectful. This means being mindful of and sensitive to any particular need that a donor may have. It also means striving to respect the wishes and preferences of the donor.
- Donors will be treated fairly. We will not tolerate any discrimination against any group or individual.
- We will respond appropriately to the individual needs of our donors and seek ways to benefit both parties. We will consider all requests to adapt our approach (tone, language, communication technique) to suit the needs and requirements of the donor.

This policy and related procedures takes into account the following legal requirements and regulatory codes, standards and guidance:

- Charities Act 2011
- Data Protection Act 2018
- General Data Protection Regulation (GDPR)
- Safeguarding Vulnerable Groups Act 2006
- Equality Act 2010
- Payment Card Industry Data Security Standards (PCI-DSS)

Acceptable fundraising activities

- All fundraising publicity must state quite clearly how the fundraising will benefit Gaia Education and our mission including where further information of fundraising policy can be located
- It shall be the responsibility of the Fundraising Manager and Treasurer to coordinate the soliciting of funds from individuals, foundations, businesses, corporations and organisations

Donations and gifts

Whether to accept or decline a donation or gift Gaia Education will consider the charity's best overall interest and will not accept donations from donors whose activities appear to be in direct conflict with our charitable aims and objectives.

Gaia Education does not involve itself with foundations/companies/organisations that engage in the following activities:

- Companies with a verifiable track record of extreme and recurring environmentally damaging policies/activities
- Companies with a verifiable track record of undermining local communities' economic status, health, wellbeing and human rights in business activities
- Companies involved in activities related to the sale of GMO products and tobacco manufacture
- Companies involved with arms production and trading
- Foundations/companies/organisation that undermine our vision, values and/or mission
- Are from unknown sources of funding. Gaia Education will take reasonable steps to determine the source of funding for each gift and satisfy itself that the funds do not derive, directly or indirectly, from activity that was or is illegal or funding from political campaigns

Research

Research on donors and prospects is an intrinsic part of fundraising. Data surrounding individuals and companies that the Fundraising team researches will be stored in a confidential file. Any approaches undertaken by Gaia Education will be handled in a sensitive and appropriate manner and comply with current data protection legislation.

Donor and prospect research activity is limited to the Fundraising Team, with these members of staff fully briefed on the application of GDPR to this activity.

Corporate sponsorship

Cause related marketing, affinity marketing and product endorsements

- Gaia Education does not endorse or approve products or companies, and a statement to this effect will be included alongside any branding or promotion associated with products.
- Gaia Education will not promote any products unless published research has shown direct benefit to the public interest.
- Our database will never be given or sold to any third party in whole or part, nor will a third party be given access to it.

Process

Gaia Education will not accept more than 10% of total income per annum from one corporate partner, nor more than 30% of total income per annum from commercial organisations, so as not to compromise our integrity. This does not include money raised via employee and customer fundraising as part of any corporate partnership arrangements. All marketing and sponsorship with a value of more than £10,000 must be approved by the CEO and the Board of Trustees.

Contracts with partners must permit Gaia Education to withdraw from any partnership where new developments mean that areas of this ethical sponsorship policy become breached in the opinion of the Gaia Education board.

Where there would be any doubts on the relevance of the corporate partnership, the Board will seek an independent recommendation from an expert.

Transparency

A full list of corporate sponsors giving over £10,000 will be maintained on our website.