



## FUNDRAISING POLICY

<b>Date of approval by the Trust Board</b>	<b>25 March 2026</b>
<b>Review cycle</b>	<b>2 years</b>

## **Purpose**

The purpose of this policy is to set out Alternative Learning Trust's position on fundraising practice and to document the standards expected in raising funds from its stakeholders. It applies to all sections of the Trust.

This Policy aligns with the DfE guidance, Charity fundraising: a guide to trustee duties (updated 3 February 2026).

## **Introduction**

The Trustees of Alternative Learning Trust ('the Trust') are committed to ensuring that fundraising activities are carried out in an ethical manner and they are responsible for the implementation and review of this policy.

All members of the Trust, whether they be permanent staff, casual employees, contract staff or volunteers, must adhere to this policy.

The Trust will adhere to the following standards:

1. Fundraising activities carried out by the Trust will comply with UK law.
2. The Trust will abide by the standards for good fundraising practice as set out by the UK Fundraising Regulator.
3. Any communications to the Trust's stakeholders, made in the course of carrying out a fundraising activity, shall be truthful and non-deceptive.
4. All money raised via fundraising activities will be for the stated purpose of the appeal and will comply with the Trust's stated mission and purpose. Monies raised will be shared across the Trust's schools.
5. All personal information collected by the Trust is confidential and is not for sale. The Trust's Data Protection Policy sets out the full detail on how the Trust manages personal data.
6. Nobody directly or indirectly employed by, or volunteering for, the Trust shall accept commissions or bonuses for fundraising activities.
7. The Audit, Risk and Finance Committee will oversee the governance of the Trust's fundraising programme. The Audit, Risk and Finance Committee reports regularly to the Trustees.
8. A statement estimating income and expenses will be prepared prior to the commencement of any new fundraising activity that may present a financial risk to the Trust. Fundraising activities should not be undertaken if they will expose the Trust to an inappropriate financial risk.
9. Fundraising activities should not be undertaken if they are detrimental to the good name or community standing of the Trust. Financial contributions will only be accepted from individuals, companies or other organisations that the Trust Board considers to be ethical. A report on fundraising will be prepared by the Finance Team on behalf of the Trust Board for inclusion in the annual Trustees' Report within the audited Report and Accounts.
10. The Trust will not engage in any intrusion of privacy, be unreasonably persistent in fundraising or place undue pressure on its stakeholders to donate. If any person objects to any or all types of

fundraising carried out by the Trust, this will be noted on the fundraising database so that future appeals (and/or methods of approach) are not made to that individual.

**Persons responsible for updating this policy:**

**Chief Executive Officer and Chief Finance Officer**