



How to Fundraise Ethically and in line with the Council's Values: A Guide for Vale of Glamorgan Council Staff



This document is written as a guide for fundraising ethically and in line with our policies and procedures for staff at Vale of Glamorgan Council, designed to align with public sector values, uphold transparency, and foster community spirit.

We understand, on occasions staff may wish to fundraise for a charitable cause, which is an activity the Council would seek to support. The guide's aim is to ensure all staff are protected when undertaking fundraising activity, where they wish to communicate to other staff members and that the activity is not conflicted with their role as a public servant.

Prior to commencing any fundraising activity within the Council staff should;

1. Understand the Purpose and Scope

- Clarify the cause: Is it for a local charity, a colleague in need, or a community initiative?
- Ensure alignment: The fundraising activity should align with the Council's values and not conflict with its policies or public service obligations.



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2. Get Appropriate Permissions

- Seek approval: Always obtain permission from your line manager or HR before initiating any fundraising activity. Where granted, keep a log for your own records on what has been agreed.
- Use Council resources responsibly: If using Council premises, email systems, or time, ensure it's authorised and doesn't interfere with service delivery or cause a conflict.

3. Be Transparent

- Clearly communicate:
 - The purpose of the fundraiser.
 - How funds will be collected, managed, and distributed.
- Keep records: Maintain a log of donations and expenses to ensure accountability.

4. Respect Boundaries

- Voluntary participation: No staff member should feel pressured to contribute.
- Avoid conflicts of interest: Ensure fundraising doesn't benefit individuals in a way that could be seen as preferential or inappropriate.

5. Promote Inclusivity

- Be mindful of diverse beliefs and backgrounds: Choose causes and activities that are inclusive and respectful of all staff.
- Offer alternatives: If fundraising involves food, dress-up, or physical activities, provide options for those who may not be able to participate.

6. Collaborate Thoughtfully

- Partner with recognised charities: This adds credibility and ensures proper governance.
- Engage the community: Where appropriate, involve local residents or organisations to strengthen community ties.



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7. Communicate Success and Impact

- Share outcomes: Let contributors know how much was raised and what impact it had.
- Celebrate ethically: Acknowledge efforts without singling out individuals in ways that could cause discomfort.

8. Follow Legal and Financial Guidelines

- Comply with fundraising laws: Especially if raffles, auctions, or public collections are involved.
- Avoid cash handling risks: Use secure digital platforms or designated collection points.

☒ Quick Checklist for Staff when about to embark on Fundraising

- ☐ Have I received the necessary permissions?
- ☐ Is the cause clear and appropriate?
- ☐ Are all contributions voluntary?
- ☐ Am I keeping accurate records?
- ☐ Is the activity inclusive and respectful?
- ☐ Have I communicated the impact and recipients of the fundraising?



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