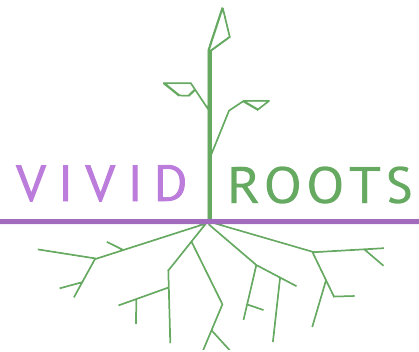


# Ethical Fundraising Policy 2025

Vivid Roots Collective

May 2025



## Company Statement

Vivid Roots Collective, as a Scottish charity, has a responsibility to undertake all of our fundraising activities in accordance with the law and guidance from our regulatory body, OSCR. Beyond this, we have a duty to fundraise with care and transparency, and within our own ethical framework laid out by our equal opportunities and climate emergency policies.

This policy's purpose is to:

1. Describe the ways in which we fundraise and how we handle donations
2. Outline the ethical framework for funders from whom we do/don't accept funding
3. Set a benchmark for our organisation to refer to as the company and/or the climate conversation changes

---

## All Donors

In all cases where we are seeking donations, we have a duty to do this with transparency, ensuring that any donations received are used in the manner that we have advertised.

We commit to making ourselves available for any complaints from donors by ensuring that our contact information is on any communication with the donors (e.g. website, fundraising platform, emails), and that the process for doing this is clear in any written agreement with corporate sponsors.

When advertising opportunities for donor support, we pledge to do no harm through the use of pressured language or harassment, graphic images, or defamation of individuals or organisations.

We commit to conforming to our equal opportunities policy, to not discriminate against any donors.

---

## Sponsorship and Corporate Donors

When we enter into a relationship with sponsors or corporate donors, we must consider whether the activities of those companies conflict with our own policies and ethics, if their donations are prohibitively restrictive, if their advertising requirements are overly prescriptive, or if their products conflict with the purposes of our fundraising.

The following are the guidelines we use to determine whether to engage the sponsor or corporate donor. This can be evaluated using publicly available information such as the company's own website, reputable news sites, and Companies House.

- The donor must not generate income through the destruction of the environment
- The donor must not engage in discriminatory acts, or fund other discriminatory activities or groups
- The donor must not promote any overt religious or political views

- The donor must not generate income in ways that conflict the purpose of the funded activity (i.e. alcohol sponsors are not appropriate for children's events)
- The donor must not be in a financial, legal, or other public situation which may damage our reputation, which questions the reliability of their donation, or which conflicts our aims or policies
- The activities or policies of the company must not conflict with our activities or policies in any other way
- The advertising or allocation of funding must not be unnecessarily restrictive (to be decided on a case-by-case basis)
- For sponsorship, the sponsorship benefits must not cost more than the value of the donation

---

## Individual Donors

We accept donations from individuals digitally via JustGiving, and Humanitix (as an optional extra when booking for events). These donations are usually for small one-off donations. For donations allocated to a specific activity, we include incentives which are clearly described and must be fulfilled. If an individual donor opted to make a significant donation (£1000 or more), we would credit their contribution independently. If this occurs, we would undertake research to determine whether association with this individual (and other individuals or businesses related to them) may cause reputational damage to our company due to any public concerns raised about the individual (including convictions); and ensure that there is a written agreement about the terms of the donation, and that the terms are not unnecessarily restrictive.

We do not currently seek legacy donations, if this changes, this policy will be updated to address our ethical approach to handling relationships where donations to our activities may be left to us in a person's will.

In our work, we may be in a position to receive donations from vulnerable donors; a donor may be considered vulnerable if they demonstrate:

- Mental illness and capacity concerns (both permanent and temporary conditions), including dementia and personality disorders
- Significant physical illness
- Physical and sensory disability
- Learning difficulties
- Acute stress or anxiety (e.g. bereavement, redundancy)
- Financial vulnerability (if it appears the donation may affect the individual to care for themselves)
- Language or other communication barriers
- Under the influence of alcohol or drugs

We will always act with care when handling individual donations, and will never take advantage of vulnerable people. In a circumstance where we believed that an individual was vulnerable, and therefore unable to make an informed decision about their donation, we would seek support from a third party to mediate any continued conversation, and may opt to decline the donation if the third party believed this to be pertinent.

---

## Trusts & Foundations

We apply to trusts and foundations to cover specific elements of our activities. These donors are often established by organisations who have allocated funds to meet their corporate social responsibility, or are trusts handling the distribution of funds left in a person's will for a specific purpose. When we are considering a new trust or foundation to apply to, we will consider them using the same criteria as a corporate donor.

Vivid Roots Collective Ltd is a registered charity, regulated by OSCF  
 Charity number: SC053084  
 Company Number: SC763559

---

## Statutory Bodies

We primarily apply for funding through Creative Scotland, but may also apply to local council funding in the future. As statutory bodies are also working within the public interest, we must take extra care to ensure that the activities funded by statutory bodies are meeting the proposed public benefit.

Some statutory bodies may require administration for applications and reporting which are not possible for the scale of our organisation – where these requirements are beyond our scope, we should not engage these donors.

We don't currently work internationally; if this changes, this policy will be updated to address our ethical approach to international funding.