

Fundraising Regulator Code Compliance

Trustees of Guide Dogs are responsible for all its fundraising activities undertaken, including where responsibility has been delegated to branches or individuals which is why our staff regularly check compliance with all our groups. It is imperative that everyone follows the guidance below at all times:

While Fundraising you must:

- avoid causing an obstruction, congestion and nuisance to the public
- not deliberately block the path of members of the public
- be polite to people at all times
- treat the locations you are working at or visiting with respect
- ensure all monies are banked in a timely manner
- take extra special care when children are involved in FR activities, please contact your Community Fundraising Relationship Manager for further guidance
- only contact children on school premises if you have the approval of the head teacher or a member of the school's staff nominated by the head teacher, and you must follow any procedures you have agreed with them.
- get permission before taking or publishing photographs of children. If the child is over 13 years old they can give this permission themselves. If they are under 13, you must get permission from their parent or guardian.
- give the contact details of Guide Dogs (found on the back of your Volunteer ID card) to any member of the public who wishes to make a complaint
- use the appropriate logos for the activity you are doing, our Supporter Care team can advise on this and Logo Guidance can be found on [Volunteer Information Point](#).
- ensure that all countertop and floor boxes have the appropriate written permission from the venue. Our Supporter Care team can provide the document for the site owner or person of authority to sign.



While fundraising, you must not:

- act in any way that might reasonably cause members of the public to be or become startled or anxious
- obstruct, interfere with or be disrespectful to members of staff from local businesses
- act dishonestly or manipulatively, or deliberately try to make a potential donor feel guilty
- unfairly criticise or insult other people or organisations
- continue to ask a person for support if that person clearly indicates - by word or gesture - that they do not want to continue to speak to you. You must end the conversation in a polite way
- suggest to any member of the public that the conversation you are attempting to start is not about money or that you are 'not fundraising'
- knowingly approach people who are carrying out official duties, such as uniformed officials while they are on duty or people who are clearly working
- act in any other way that a reasonable person might consider would damage our reputation. This includes:
 - smoking or drinking alcohol or being under the influence of alcohol while wearing clothing that has Guide Dogs branding
 - taking or being under the influence of illegal drugs
 - lewd or aggressive behaviour, including swearing, while wearing clothing that contains a charitable institution's branding
 - putting undue pressure on members of the public to donate
 - exploiting your position for personal gain (for example, asking for a job, asking someone for a date, or asking for a discount on goods or services)
 - any other behaviour that harms the reputation of Guide Dogs or the fundraising profession
- Unless this is authorised under an agreement with a private site, you must not approach members of the public who are:
 - seated, unless the seating is part of your promotional stand; or
 - in queues, unless the queue is directly related to the fundraising activity.
- take a donation if you know, or have good reason to believe, that a person lacks capacity to make a decision to donate or is in



vulnerable circumstances which mean they may not be able to make an informed decision - full guidance on vulnerable donors, is available on the [Volunteer Information Point](#).

- sell tickets for tombolas, sweepstakes and raffles online (this includes social media) or in advance of your event unless you have a licensed raffle.

There are additional requirements that should be followed as per the Fundraising Regulator's Code of Fundraising Practice, relating to specific types of activities. These can be found in our Collections Guidance Document and our Fundraising Group Handbook.

Should you require further guidance or would like to discuss further, please contact our Community Fundraising Supporter Care Team on 0345 1430192.

End of document