



Pimlico Toy Library (PTL)
133A Lupus St
London SW1V 3EN
Registered Charity: 1157856
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FUNDRAISING POLICY

It is the responsibility of the Trustees to ensure Pimlico Toy Library (PTL) complies with the law relating to fundraising and follows best practice. This includes the fundraising methods, the costs involved, the financial risk and how the money is spent. The Trustees also consider the impact of the fundraising methods on the reputation of the PTL.

Fundraising Methods

Pimlico Toy Library raises its funds for its operations from the following sources:

1. Public sector/local authority bodies
2. Private sector charitable trusts
3. Corporate donors (local businesses)
4. Private donations from individuals
5. Membership fees
6. Other sources such as selling toys and raffles

In the case of the top three sources, the funds are sourced via formal applications and presentations made to potential donors.

When the PTL approaches potential donors the charity makes clear:

- The objectives of PTL and the details of beneficiaries
- Our track record of success against those objectives
- The objectives of the charity for the following year
- How the charity intends to use the funds raised by the donation.
- The Charity registration number of PTL

In advance of any applications, the PTL takes reasonable steps to ensure the validity of the potential donors such as reference to Company registration numbers, Charitable Trust registration details and details of company accounts and leadership.

Pimlico Toy Library does not raise funds through outbound "cold calling" nor does use third parties for such purposes.

All fundraising activity is in accordance with the Institute of Fundraising's Code of Fundraising Practice (<http://www.institute-of-fundraising.org.uk/code-of-fundraising-practice/>).

Mitigation of Fundraising Risk

Pimlico Toy Library proactively manages the mitigation of the following risks related to fundraising:

Fundraising Policy

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A. Financial Stability

- PTL raises funds from a variety of sources in order to mitigate the dependency risk of one particular donor.
- PTL has a robust set of accounting procedures and maintains up to date financial records to allow the Trustees to monitor and track the financial stability and viability of the charity. PTL has an annual turnover below £500,000 and is therefore not required to undertake a formal audit but recognises the advantages of holding accurate accounts.

B. Reputational Risk

- As referred above, PTL has protocols in place to monitor donations for money laundering risk
- The PTL primarily supports children and the Trustees are acutely aware of the importance of the integrity of the Charity. PTL runs a very strict policy to avoid any commercial association which may impact the reputation of the charity through inappropriate associations. For example, endorsing a commercial supplier of Children's products.

C. Complaints Handling

Any complaints related to fundraising, may be addressed using the PTL's formal complaints handling procedure. Please see PTL Complaints Procedure on our website for further details.

D. Money Laundering & Alignment to PTL Vision

The Toy Library adopts a risk based approach to fundraising to avoid any potential money laundering. Most individual donations are small and therefore present a low money laundering risk. Where more substantial donations are made, the PTL Co-ordinator and Trustees will undertake appropriate checks in order to validate the motives of the donor and alignment to the aims and objectives of Pimlico Toy Library.

Such measures may include standard money laundering checks such as requiring passport details and a valid utility bill from donors. The Co-ordinator or Trustees may also undertake research (mainly online) into the organisation to identify any conduct or operations which gives the Trustees any cause for concern being associated with that organisation.

The majority of the existing fundraising is undertaken by the PTL Co-ordinator. PTL's Co-ordinator undertakes a policy of presenting PTL accounts, including all sources of fundraising at regular Trustee meetings.

Regulation of Fundraising

PTL is aware of the recent report entitled "Regulating Fundraising for the Future" Chaired by Sir Stuart Etherington in September 2015. PTL will monitor the agenda for charitable fundraising and take appropriate steps to follow any code of practice that emerges.

Contact details

To raise a concern under this policy or if you have any questions contact Maggie Harper on 020 7834 3356 or ptlcharity@gmail.com. Alternatively please contact the Chair of Trustees, Max Stanford at mtr.stanford@gmail.com.

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