



ESSEX SYMPHONY ORCHESTRA

FUNDRAISING POLICY

1. Context

To help guarantee financial security in order to continue its work, Essex Symphony Orchestra ('ESO') aims to maintain a broad base of different sources of funding. ESO actively seeks opportunities to work together with external organisations and individuals to achieve shared objectives. However, it is vital that ESO maintains its independence and does not allow any external partnership to bring the name of ESO into disrepute. The purpose of this policy is to ensure clarity and openness to all our stakeholders in relation to income (monetary or in kind) which is raised from fundraising. Further it sets out the decision-making course ESO will follow when ethical dilemmas arise, and outlines the approach to relationships with investment partners to ensure clarity and openness for all of ESO's stakeholders.

2. Introduction to Essex Symphony Orchestra – Vision and Values

Vision:

Essex Symphony Orchestra ('ESO') is Chelmsford's orchestra, inspiring audiences through a shared love, and discovery, of classical music.

Mission:

We aspire to be Essex's leading non-professional orchestra and are committed to:

- * delivering high quality concerts of a wide range of orchestral repertoire, featuring the cream of up and coming professional soloists
- * being embedded in our community, supporting local charities and seeking to engage and build audiences
- * inspiring young people through bespoke education projects and orchestral workshops

ESO's administration is overseen by a Committee which is appointed annually by its members and includes elected officers in the roles of Chair, Secretary and Treasurer.

3. Key issues ESO considers in respect of fundraising

ESO has a clear responsibility to its stakeholders and members to consider the ethical issues that may arise in working with or accepting funding from an organisation/individual and the associated risks, including but not limited to financial or reputational. ESO therefore accepts financial support from, and partnership working with, companies and individuals on the following conditions:

- There are strong grounds for believing that it will result in a benefit to ESO's beneficiaries
- The Committee is satisfied that no adverse publicity will result from accepting such support
- There is no attempt on the part of the company or individual to influence ESO's policy or actions either explicitly or implicitly
- That initiatives do not compromise the independent status of ESO

Cause-Related Marketing, Affinity Marketing and Product/Service Endorsement

- ESO does not endorse or approve the products or services of any company. A statement to this effect will be included alongside any branding or promotion associated with products
- Only ESO will have direct access to its database and beneficiaries
- In order to ensure that all of ESO's cause-related promotion reflects ESO's values, any potential initiative must come to the Committee for approval.

Avoidance Criteria

ESO will not accept any funding from companies or individuals who are directly involved in activities that run contrary to its overall charitable objectives / vision / aims.

Acceptance Criteria

When deciding whether to accept any particular donation, the Committee has a duty to demonstrate to the Charity Commission that they have acted in the best interest of the charity, and that association with any particular donor does not compromise ESO's ethical position, harm its reputation or put future funding at risk. ESO complies with all relevant legislation, including money laundering rules, the Bribery Act and Charity Commission guidance, including terrorism and political activity.

ESO would therefore not accept any of the following where the donation:

- Was known to be associated with criminal sources and/or illegal activity
- Would help further a donor's personal objectives, which conflict with those of ESO
- Would lead to a possible decline in support for ESO, and so risk a fall in the resources available to fund its work or damage its longer term fundraising prospects
- Would otherwise impact adversely on ESO's reputation

- Accepting a donation from any particular source is inconsistent with Government policy

Purchasing

ESO will not knowingly purchase goods and/or services produced and/or delivered under conditions which involve any form of abuse or exploitation of third parties.

ESO expects suppliers to accept responsibility for ethical, labour and environmental conditions under which products are made and services are provided.

Further Points

- ESO recognises that, in accepting funding from statutory bodies, it must consider the policy implications and obligations that might be tied to it and ensure that these do not contravene the aims of ESO.
- ESO can seek to raise funds from a series of charitable Trusts and Foundations, but recognises that, simply because these have been registered with the Charity Commission does not mean that they are ethical givers. ESO therefore does not accept money from any charitable Trust if it is a requirement of grant receipt to advertise any company or organisation whose activities run contrary to ESO's aims or in contradiction to this fundraising policy.
- ESO will maintain accountability and open and honest relationships with all its partners, by regularly monitoring and evaluating its work.
- ESO will adhere to a donor's wishes regarding confidentiality and anonymity but all offers of possible funding must be agreed unanimously by the Chair, Treasurer and Secretary if the donor wishes to remain anonymous from the full Committee. If the Chair, Treasurer and Secretary do not unanimously agree on whether to accept an offered donation then the full Committee must vote, with a majority decision being binding.
- This statement of policy is meant as a working guide for ESO. Any final decisions will be governed by the Committee. It is the duty of members of the Committee to advise of any potential conflicts of interest with regards to funding or partnerships, and for the Committee to act in the best interests of ESO at all times.

Agreed at the Meeting of the ESO Committee on: 29th October 2021

Signed by 

Anne Rushton, Chair, ESO Committee
Date: 29th October 2021