



Fundraising Code of Practice

Anti Bullying Alliance (ABA), part of the National Children's Bureau (NCB)

At the **Anti-Bullying Alliance (ABA)**, we are committed to raising funds ethically, transparently, and in a way that respects the rights and dignity of all children, young people, donors, and supporters.

ABA is based at the **National Children's Bureau (NCB)**, a registered charity in England and Wales (no. 258825) that has been working to improve children's lives since 1963. We bring together organisations and individuals who are united against bullying and committed to creating safe, inclusive environments for all children and young people.

We rely on charitable donations, grants, and sponsorship to help us carry out our work, including delivering **Anti-Bullying Week**, supporting schools and professionals, empowering young people through **Young ABA**, and campaigning for policy change that protects children from bullying.

OUR FUNDRAISING PROMISE

We are registered with the **Fundraising Regulator** and committed to the highest standards of fundraising practice. We promise to:

- 1. Put children and young people first:** Everything we do is rooted in our mission to stop bullying and improve the lives of children and young people. Their voices, rights, and wellbeing are central to our fundraising work.
- 2. Act with integrity and openness:** We will always be clear and honest about who we are, what we are raising money for, and how donations will be used. We will never mislead supporters or apply undue pressure to donate.
- 3. Respect your data and privacy:** We comply fully with the **UK General Data Protection Regulation (GDPR)** and the **Data Protection Act 2018**. We will never sell or share your personal details. You have the right to access, correct, or request deletion of your data at any time. We will respect your communication preferences and respond promptly to your requests.
- 4. Use donations wisely and transparently:** We are committed to using every donation effectively and for its intended purpose. We publish financial accounts annually through the National Children's Bureau, which detail our income, fundraising costs, and how funds are spent. If you are a UK taxpayer, you can boost your gift through **Gift Aid**, adding 25% at no extra cost.
- 5. Thank and value every supporter:** Your generosity helps us create real change for children and young people. Whether you give time, money, or support in another way, we will thank you sincerely and keep you informed about the impact of your contribution. We do this through various appropriate means including email newsletters, on social media and for larger donations, direct email contact.

6. **Protect people in vulnerable circumstances:** We are committed to treating all our supporters with care and respect. If someone may be in a vulnerable situation, we will never exploit or pressure them to give.
7. **Conduct appropriate checks on donations:** We carry out proportionate due diligence on significant donations to ensure they are in line with our charitable objectives and ethical standards. We reserve the right to refuse a donation if it would compromise our independence, values, or reputation.
8. **Follow the law and fundraising codes:** We comply with all relevant legislation, including charity law, data protection law, and the **Fundraising Regulator's Code of Fundraising Practice**. This includes our responsibilities around financial reporting, safeguarding, and transparency.
9. **Be accountable and respond to feedback:** We welcome feedback and take complaints seriously. If you are unhappy with any aspect of our fundraising, please let us know and we will respond promptly and fairly in line with our complaints procedure.

PRINCIPLES ON PARTNERSHIPS AND INDEPENDENCE

The Anti-Bullying Alliance works with a wide range of partners to prevent bullying and support children and young people. Fundraising enables this work. However, our independence is central to everything we do.

These principles guide how we approach funding.

Our voice is always independent

No funder influences our policy positions, research findings, campaigns, or public statements. We retain the right to speak openly and honestly about what children and young people need.

Funding does not buy influence

We do not accept funding in exchange for shaping our views, priorities, or messages. Financial support never determines what we say or advocate for.

We keep full control of our work

We always retain editorial control over:

- publications
- campaigns
- training and resources
- research activity
- policy recommendations
- public communications

Funders do not approve or direct these outputs.

Fundraising supports impact, not direction

Funding allows us to:

- support schools and professionals across the UK
- develop evidence informed resources
- deliver Anti-Bullying Week
- amplify young people's voices
- strengthen national policy influence

It does not shape our conclusions or positions.

We assess funding carefully

We consider whether potential funding:

- supports children and young people
- aligns with our mission to prevent bullying
- protects trust with members and stakeholders
- safeguards our independence and credibility

We do not accept funding that risks undermining these.

How we work with sponsors, fundraising platforms, and corporate partners

We occasionally work with sponsors, fundraising platforms, or corporate partners. In all such relationships:

- we ensure partnerships align with our mission and do not compromise the safety or rights of children
- we retain full editorial control over campaign content and messaging
- sponsorship arrangements are clearly distinguished from charitable donations
- we monitor any third-party fundraisers or platforms acting on our behalf to ensure they comply with our standards and the Fundraising Code of Practice

Partnership does not mean endorsement

Working with an organisation does not mean we endorse its wider activities. Partnerships are focused on shared outcomes that benefit children and young people.

Government funding does not limit what we say

Where we receive public funding, this supports delivery of specific programmes or activity. It does not affect our ability to challenge policy or speak independently.

We are accountable to our members and to children and young people

Our responsibility is to the network of organisations we represent and to the children and young people our work supports. That responsibility guides every funding decision we make.

GIFT ACCEPTANCE AND REFUSAL POLICY

As part of the National Children's Bureau, the Anti-Bullying Alliance adheres to a **Gift Acceptance and Refusal Policy**. This ensures that all donations support our charitable objectives and are in line with our ethical values. We will not accept donations that are unlawful, unethical, or which may damage our reputation or independence.

CONTACT US

If you have any questions or feedback about our fundraising, or if you wish to make a complaint, please contact us:

Anti-Bullying Alliance

National Children's Bureau

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If you are not satisfied with our response, you can contact the **Fundraising Regulator** at www.fundraisingregulator.org.uk.