



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.

WORKING WITH PARTNERS AND THIRD PARTIES

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.

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
23 Mentmore Terrace, London, E8 3PN
aba@ncb.org.uk

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