



## FUNDRAISING POLICY

Plymouth Dance has been connecting audiences, young people, artists and practitioners for the last twelve years. It was established as a community interest company in 2007 following a consultancy by Mary Schwarz and Sue Kay, commissioned by Arts Council England, Plymouth City Council and Dance South West (2006). Since then, it has grown into a creative platform that enables dance to be showcased, shared and enjoyed with the entire community; celebrating the width and breadth of dance in our city.

Plymouth has a vibrant dance ecology, as well as: dance schools, youth groups and an active range of artists and practitioners. Plymouth Dance is dedicated to using dance to improve lives - and through our evaluations, practitioner's reports and hearing from the people we work with and their families, we know that what we do, can and does truly transform lives, and whilst doing so, transforms the communities in which we live.

It is not just the events themselves that make an impact; Plymouth Dance works year-round on an engaging, exciting and evolving programme of projects, events and activities that work to harness the creativity of local practitioners, young people, their parents and the local community.

### Context of policy

We actively seek opportunities to work together with external organisations and individuals to achieve shared objectives. However, it is vital that we maintain our independence and do not allow any external partnership to bring the name of Plymouth Dance into disrepute. Plymouth Dance therefore accepts financial support from, and works in partnership with, companies and individuals on the following conditions;

1. There are strong grounds for believing it will result in benefiting the families, children, young people and adults that we work with
2. The Coordinating Producer and the Board of Directors of Plymouth Dance are satisfied that no adverse publicity will result from accepting such support
3. There is no attempt on the part of any company or individual to influence Plymouth Dance's policy or actions either explicitly or implicitly
4. That initiatives do not compromise the independent status of Plymouth Dance
5. They understand and abide by Child Protection laws, ethical choices and safeguarding procedures
6. They understand and abide by our data protection policy

## **Marketing; affinity marketing and product/service endorsement**

1. Plymouth Dance does not endorse or approve products and services of any company. A statement to this effect will be included alongside any branding or promotion associated with products.
2. Plymouth Dance will not promote any products or services knowingly linked to good health or wellbeing unless published research is proven to have benefits
3. Plymouth Dance will not share access to our contacts database and/or beneficiaries

## **Avoidance Criteria: Plymouth Dance will not accept financial support or enter into partnerships with companies involved with, but not limited to, the following activities:**

- The manufacturing of Tobacco products
- Alcohol (when supporting projects for under 18s)
- The sale or production of pornographic materials

## **Acceptance Criteria**

When deciding to accept any particular funding, the Coordinating Producer and Board of Directors have a duty to ensure that it is for the best interests of their Community Interest Company (CIC), and that association with any particular funder does not compromise Plymouth Dance's ethical position, harm our reputation or put future funding at risk. Plymouth Dance complies with all relevant legislation including the data protection act, money laundering rules, the bribery act; including guidance on terrorism and political activity. Plymouth Dance withholds the right to reject partnerships with companies/funding bodies who fail to meet our ethical standards.

Plymouth Dance would therefore not accept support from any of the following, where the donation:

- Was known to be associated with criminal sources;
- Would help further the donor's personal objectives, which conflict with those of Plymouth Dance;
- Would lead to possible decline in support for Plymouth Dance, and so risk a fall in resources available to fund our work;
- Would otherwise significantly damage the reputation of Plymouth Dance;
- May harm relationships with Plymouth Dance partners, funders or stakeholders.

## **Purchasing**

Plymouth Dance seeks to purchase goods and services and work in partnership with organisations that produce and deliver their products and services under conditions that do not involve the abuse or exploitation of any person. We will therefore only engage with commercial organisations where:

- Child labour is not used
- Working hours are not excessive
- Working conditions are safe and hygienic
- No discrimination is practised

Plymouth Dance expects suppliers to accept responsibility for labour and environmental conditions under which products are made and services provided and make a written statement of intent regarding the company's policy.

### **Transparency**

Plymouth Dance will endeavour to communicate this policy to all its internal partners, advocates and stakeholders.

### **Contacts**

If you have any enquires or concerns in relation to this policy and procedures, please contact the Coordinating Producer [admin@plymouthdance.org.uk](mailto:admin@plymouthdance.org.uk).

All Plymouth Dance policies are to be read annually by all Plymouth Dance Directors, staff and volunteers, as well as whenever a policy is updated.

**Date of adoption:** 21<sup>st</sup> July 2020    **Review date:** 21<sup>st</sup> July 2021