Ethical Code of Conduct

Introduction

1. This Ethical Code of Conduct establishes the professional standards, operational boundaries, and core values applied by Funding Matters ("we", "our" or "us") when operating within the charitable sector. Recognising that our clients rely profoundly on community trust, spiritual reverence, and the long-term stewardship of cultural assets, this document ensures that all philanthropic activities are executed with absolute integrity, transparency, and respect for donor intent.
2. Furthermore, this Code aligns with the strict guidelines of the Fundraising Regulator and the Chartered Institute of Fundraising (CIOF), embedding sector-wide compliance directly into professional practice.

Compliance with regulatory frameworks

3. We shall execute all operations in strict adherence to UK charity law, tax frameworks, and data protection legislation.
4. All fundraising strategies, donor communications, and campaign executions will fully conform to the Fundraising Regulator's *Code of Fundraising Practice* which came into effect on 1 November 2025.
5. We will maintain professional conduct aligned with the Chartered Institute of Fundraising (CIOF) *Member Code of Conduct*, ensuring maximum professionalism, respect, and accountability at all stages.

Faith and Heritage Sectors

6. We will not employ manipulation, emotional coercion, or exploit the personal faith, spiritual devotion, or cultural identity of donors to accelerate short-term financial gains.
7. Capital campaigns directed toward the restoration, conservation, preservation, or acquisition of sacred items, historic buildings, or cultural heritage will accurately represent the asset's true historical or spiritual significance.
8. We acknowledge that religious and historic institutions represent generational communal trusts, and shall take no action that fragments or damages the relationship between an institution and its community.

Compensation and Fees

9. In compliance with CIOF and Fundraising Regulator principles, we strictly reject any commission-based pay, percentage-of-funds-raised cuts, or finders' fees.
10. Compensation must be established strictly via a transparent, pre-agreed fixed fee, project fee, or time-based retainer outlined in writing prior to commencing work.

Transparency, Privacy and Disclosure

11. We shall do our best to ensure that all donations are tracked and directed by the client charity to the specific project or restriction designated by the donor (e.g., specific building funds or targeted conservation efforts).
12. Donor information will be handled with total confidentiality, complying strictly with data protection regulations. Funding Matters has a separate privacy policy which sets out our commitments to this.
13. Any actual, potential, or perceived conflict of interest—including vendor partnerships or affiliations with other cultural bodies—will be immediately disclosed in writing to the client.

Complaints

14. Any complaint raised by a client, donor, volunteer, or member of the public regarding our fundraising activities should be sent to Christine Stokes, Funding Matters at our principal business address in Oxford or directly to christine@fundingmatters.co.uk
15. The complaint will be acknowledged formally within three working days.
16. We will review the complaint and provide a structured written response or resolution pathway within ten working days.
17. If an issue remains unresolved or indicates an operational breach, the complainant may escalate the grievance directly to the Chartered Institute of Fundraising (CIOF), of which we are a member.

Adherence

18. Funding Matters commits to full adherence to this Ethical Code of Conduct, acknowledging our professional accountability to the client organisation, the Fundraising Regulator and the Chartered Institute of Fundraising.