



Ethical Fundraising Statement

1. General

Stromness museum aims to be highly regarded by its supporters, visitors and other stakeholders, and to adhere to best practice in relation to its fundraising activity.

The purpose of Stromness Museum's operational activity, including fundraising, is to further the delivery of the Museum's objectives as detailed in the Business Plan (2024).

Fundraising activity must help, not impede Stromness Museum from delivering these objectives. Individual fundraising sources will be considered on a case-by-case basis against these objectives, and this statement.

2. Legal position and professional standards

Responsible fundraising methods are covered primarily by UK Law, alongside standards set by The Charity Commission, The Museum Association in its *Code of Ethics for Museums* and the Institute of Fundraising in its *Code of Fundraising Practice*.

The ultimate responsibility for decisions about donation acceptance lies with the Board of Trustees of the Charity. Stromness Museum will ensure that staff and volunteers involved in fundraising activity are aware of this statement and abide by its principles.

Stromness Museum must accept donations that help fulfil its charitable objectives unless doing so would cause net damage to the organisation's mission.

Stromness Museum will not seek or accept funds from sources which are illegal or generated by illegal activity, are incapacitated, will create reputational damage to the institution or where there are unreasonable conditions associated with the gift.

3. Values and reputation

Funds will not be sought or accepted from sources whose methods of operation work in conflict with Stromness Museum's mission and values, or whose receipt compromises the reputation of Stromness Museum.

Staff and representatives seeking to raise funds should consider the potential impact on Stromness Museum's mission, objectives and reputation. If any potential for ethical conflict is anticipated, it should be discussed with the Museum Board in the first instance.

The Museum will decline a donation or sponsorship if:

- the donor has acted illegally in the acquisition of funds
- acceptance would damage the effective operation of the Museum in fulfilling its stated objectives
- acceptance would harm relationships with other partners, visitors, funders or stakeholders
- it would create an unacceptable conflict of interest
- it would damage the Museum's reputation
- acceptance would lead to a demonstrable net decline in the assets of the Museum



- acceptance is dependent upon the fulfilment of unacceptable conditions applied by the donor. These might include interference in the editorial freedom of the Museum in its exhibitions and associated programme

4. Ability to achieve objectives

Some sources of funding may require the delivery of work or projects in a certain way, including through partnerships with other organisations. If this compromises Stromness Museum's ability to meet its own objectives, funding will not be accepted.

5. Transparency and best practice

No funds will be sought or accepted when receipt may compromise the ability of Stromness Museum to operate in a transparent manner.

It is a requirement that the Trustees know the legal identity of all donors. Supporter's requests to remain (publicly) anonymous will be respected as far as is legally and practically possible, bearing in mind the Museum's responsibility to undertake due diligence in relation to the source of gifts or sponsorship.

Stromness Museum will ensure that all relationships between actual and potential funders, their immediate family and staff, and the staff and Trustees of Stromness Museum are appropriately managed.

Stromness Museum will ensure that requests by current or prospective supporters to limit or cease solicitation or contact in relation to fundraising activities are respected and addressed promptly.

6. Process of consideration

If any member of staff or volunteer is concerned about a conflict of interest with this policy, this should be raised with the Board of Trustees. The concern should be recorded and filed, even when the subsequent decision may be to proceed with the donation from the funder.

If staff or the Board of Trustees feel that an ethical issue needs resolution, the considerations will be raised at the next Board meeting for discussion and resolution.

Agreed by the Board of Trustees

Date: 2 September 2024

This document will be reviewed every five years from its effective date, or sooner as necessary to ensure arrangements put in place are appropriate.