



Somerset Armed Forces Day CIC
Company number 13516007

FUNDRAISING & SPONSORSHIP POLICY

Version 2026.Final
Agreed by the executive committee February 2026
Review Cycle: Annual

1. Purpose

- a. Somerset Armed Forces Day CIC relies on responsible fundraising and sponsorship to deliver high-quality, safe and inclusive community events.
- b. This policy sets out how we:
 - i. Raise funds ethically and transparently
 - ii. Secure sponsorship responsibly
 - iii. Protect our independence and reputation
 - iv. Comply with legal and regulatory requirements

2. Scope

- a. This policy applies to:
 - i. Directors
 - ii. Staff (if employed)
 - iii. Volunteers
 - iv. Fundraising representatives
 - v. Sponsors and commercial partners

3. Fundraising Principles

- a. Somerset Armed Forces Day CIC commits to fundraising that is:
 - i. Ethical
 - ii. Transparent
 - iii. Lawful
 - iv. Respectful
 - v. Community-focused
 - vi. In line with the Armed Forces Covenant
- b. We will ensure that fundraising activities reflect the values of integrity, inclusivity and public benefit.

4. Sources of Income

- a. Income may include:
 - i. Corporate sponsorship
 - ii. Grants (local authority, Armed Forces Covenant Fund, etc.)
 - iii. Donations
 - iv. Stallholder fees
 - v. Advertising packages
 - vi. Merchandise sales
 - vii. Community fundraising initiatives
- b. All income must be managed in accordance with the Financial Controls Policy.

5. Sponsorship Guidelines

- a. Selection of Sponsors
 - i. We will not accept sponsorship from organisations whose activities conflict with our objectives or may damage our reputation.
 - ii. We may decline sponsorship from organisations involved in:
 1. Illegal activity
 2. Hate speech or discrimination
 3. Political extremism
 4. Activities inconsistent with Armed Forces values
 5. Reputationally high-risk industries
 - iii. The Board retains final approval of sponsors.
- b. Sponsorship Agreements
 - i. All sponsorship arrangements must:
 1. Be agreed in writing
 2. Clearly outline financial contribution
 3. Specify benefits offered
 4. Avoid political endorsement
 5. Protect the CIC's independence
 - ii. Sponsorship does not imply endorsement of a sponsor's products or services.
- c. Use of Logos & Branding
 - i. Sponsor logos may be displayed on:
 1. Event materials

2. Social media
3. Banners
4. Printed programmes
5. Website
- ii. All branding use must:
 1. Be pre-approved
 2. Comply with safeguarding and equality standards
 3. Avoid misleading messaging

6. Ethical Fundraising Standards

- a. We will:
 - i. Avoid pressurising individuals to donate
 - ii. Be clear about how funds will be used
 - iii. Ensure fundraising is honest and not misleading
 - iv. Respect requests not to be contacted
 - v. Protect donor data in accordance with UK GDPR

7. Handling Donations

- a. All donations must:
 - i. Be recorded accurately
 - ii. Be acknowledged where appropriate
 - iii. Be used for community benefit
 - iv. Be processed through official CIC accounts
- b. Cash donations must follow the Cash Handling procedures in the Financial Controls Policy.

8. Restricted Funds

- a. Where funding is provided for a specific purpose:
 - i. Funds will be ring-fenced
 - ii. Reporting requirements will be met
 - iii. Expenditure will comply with funder conditions

9. Conflict of Interest

- a. Directors and volunteers must declare any personal connection to potential sponsors.
- b. No Director may personally benefit from sponsorship arrangements without:
 - i. Full disclosure
 - ii. Board approval
 - iii. Compliance with the Asset Lock

10. Political Neutrality

- a. Somerset Armed Forces Day CIC is non-political.
- b. We will not:
 - i. Accept sponsorship tied to political endorsement
 - ii. Promote political candidates or parties
 - iii. Allow sponsors to use the event for partisan campaigning

11. Data Protection

- a. All donor and sponsor information will be:
 - i. Stored securely
 - ii. Used only for agreed purposes
 - iii. Not shared without consent
 - iv. Managed in accordance with our Data Protection Policy

12. Transparency & Reporting

- a. We will:
 - i. Report major sponsorships to the Board
 - ii. Include financial summary in annual reporting
 - iii. Provide impact reporting where required
 - iv. Maintain accurate records for inspection

13. Refusal or Withdrawal of Sponsorship

- a. The CIC reserves the right to:
 - i. Refuse sponsorship
 - ii. Terminate sponsorship agreements
 - iii. Remove branding

- b. Where a sponsor's conduct risks damaging the reputation of the CIC or conflicts with our objectives.

14. Review

- a. This policy will be reviewed annually and updated where necessary.

15. Commitment Statement

- a. Somerset Armed Forces Day CIC is committed to responsible, ethical and transparent fundraising to ensure that all income supports the delivery of meaningful community benefit across Somerset.