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## Fundraising Policy

Created - January 2020

Last reviewed - June 2022

This document sets out Pop Up's (PUP) policy for the acceptance of grants and donations.

Since its inception in January 2011, Pop Up's income has relied heavily on grants from trusts and foundations including Arts Council England, the Paul Hamlyn Foundation and Esmée Fairbairn Foundation. As we enter our 10<sup>th</sup> year, we are focused on evolving our fundraising model to a mix of grant funding, individual philanthropic giving and corporate sponsorship / partnerships.

This approach necessarily carries a higher level of risk (financial and reputational) and this policy aims to outline our core principles and internal processes for considering and accepting funding from different sources. It is intended for prospective donors and key stakeholders to provide assurance that the requisite due diligence is carried out before Pop Up accepts any significant donations.

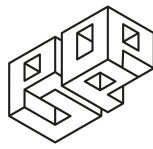
### About Pop Up

Pop Up is a non-profit social enterprise and Arts Council National Portfolio Organisation. We deliver imaginative, immersive and participatory children's literature programmes which enable children, empower teachers and engage families to read more widely, write and teach more creatively, and develop visual storytelling skills, mostly in deprived schools and communities, and in diverse educational contexts at all levels from nursery to undergraduate. Diversity is at the heart of our work; we value and champion cultural, linguistic and ethnic diversity in literature, because all young readers deserve to see their identities and communities reflected in the books they read. We are committed to nurturing and investing in diverse aspiring and emerging children's illustrators and writers, such as through our talent development programme Pathways Into Children's Publishing.

Find out more about our work at [www.pop-up.org.uk](http://www.pop-up.org.uk) and [www.pathways-org.com](http://www.pathways-org.com).

### Pop Up's approach to fundraising

Pop Up is an independent organisation and is heavily reliant on grants and donations in order to deliver its programmatic work. Fundraising is therefore critical to PUP being able to fulfil its mission and PUP actively seeks opportunities to work with external organisations and individuals to achieve shared objectives. However, it is vital that PUP maintains its



independence and does not allow any external partnership to cause any actual or perceived damage to PUP's reputation.

This policy aims to mitigate this risk and applies to all philanthropic donations received by Pop Up over £2,500, whether given in cash or in kind and voluntarily transferred by an individual or organisation and made with philanthropic intent for the benefit of PUP pursuing its strategic objectives.

This policy applies regardless of the circumstances or whether the gift is solicited or unsolicited. The only exclusions apply for repeat gifts or regular gifts, subsequent to the initial donation. Repeat or regular gifts will be reviewed as and when the need arises, for instance when new information comes to light.

### **Sources of Funding**

PUP will solicit and accept funding from the following sources:

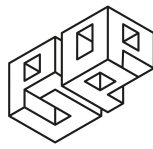
1. Charitable trusts & foundations
2. Companies
3. Individuals

PUP will accept support (whether in cash or kind) from these sources on the following conditions:

- Where PUP's leadership team (consisting of the Executive & Creative Director, Education & Development Director and any directly involved Project Manager) assess that there are strong grounds for believing that it will result in positive impact on PUP's beneficiaries
- Where PUP's Executive & Creative Director and Trustees are satisfied that no adverse publicity will result from accepting such support
- Where there is no attempt on the part of the company or individual to influence PUP's policy or activities either explicitly or implicitly
- Where the proposed initiatives do not compromise PUP's independent status

### **Avoidance Criteria**

PUP will not accept any funding from individuals or organisations directly involved in activities that run contrary to its mission, ethical beliefs and programmatic objectives. Decisions will be made on a case-by-case basis, assessing the risk to PUP's reputation and integrity.

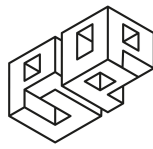


## Due Diligence Process

Before accepting a donation above the minimum threshold of £2,500, PUP's management team will follow an agreed due diligence process. This is summarised below:

1. For grants from charitable trusts and foundations: checks on charitable status, most recent annual report and website to ensure no red flags regarding sources of endowments / funds
2. For corporate foundations and companies: KYC information form (Companies House search, review of filed accounts, Directorships etc), desk research for recent news citations
3. For individuals: desk research on recent news citations
4. Questions to consider (General):
  - a. Is the donation compatible with the objects set out in PUP's governing documents?
  - b. Does the donation comply with relevant legislation and PUP's policies (e.g. Anti-Bribery, Environmental)?
  - c. Does the PUP team believe that the donation will result in a benefit to its beneficiaries?
  - d. Is there any evidence that an association with the Donor (whether a company or an individual) could compromise PUP's reputation or independence?
5. Questions to consider (Companies):
  - a) Within PUP's ability to find out, does the Company have interests e.g. shareholdings in any business(es) or sector(s) whose work is contrary to PUP's mission, ethical beliefs and programmatic objectives?
6. Questions to consider on a case-by-case basis (Individuals, especially HNW):
  - a) Is there any publicly-available evidence that the individual's wealth has been accrued through investments or other direct involvement in any business(es) or sector(s) whose work is contrary to PUP's mission, ethical beliefs and programmatic objectives?
  - b) Is there any publicly-available evidence (e.g. verifiable news sources) which suggests that an association with this individual could pose a threat (whether real or perceived) to PUP's independence or reputation?

The findings from the Due Diligence process are documented in a short report to be reviewed by the Executive & Creative Director and/or Trustees as appropriate.



### **Anti-Bribery and Anti-Money Laundering**

The UK Bribery Act 2010 requires PUP to ensure that the receipt of a donation from individuals or corporations is not related to some inappropriate advantage to be afforded to the donor. To this end, PUP will seek for reciprocal anti-bribery provisions to be included in any sponsorship agreement for large donations over £2,500.

### **Disclosure**

A full list of funding received by PUP, including in-kind support, is available upon request.

### **Policy review**

This policy and its implementation will be reviewed annually in April by PUP's Trustees.

Signed, 26 May 2020

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Dylan Calder  
Executive Director

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Charlotte Eyre  
Interim Chair of the Board