

# Ethical Fundraising Guidelines

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October 2025

## 1. Introduction

The purpose of this document is to ensure that fundraising activities never compromise The Economist Educational Foundation's impact, integrity or credibility.

The overall responsibility for ethical fundraising is agreed and held by the Board of Trustees. They delegate responsibility to the CEO for bringing decisions to the Board where necessary.

## 2. Principles

- **Mission-alignment:** We ensure that any work with / association with funders aligns with the charity's mission, never detracts from it or constrains it and can be delivered to our high standards of quality
- **Integrity:** We work with partners / funders that we can be proud to work with, based not simply on their brand and image but on understanding the real nature of their work and how ethically they go about it, including their impact on their employees, wider society and the environment. We will not allow any supporter to compromise our independence; for example we retain full editorial control of any teaching resources funded by partners
- **Strategic contribution:** Recognising that sometimes funders will ask the charity to undertake activities it might not have otherwise, for example delivering events for children that we wouldn't otherwise have planned, we evaluate partnerships based on whether they will make a worthwhile contribution overall to achieving our long-term strategy by providing funding / resources that enable us to make otherwise impossible progress

## 3. Excluded activities

We will not accept funding from companies or individuals involved in activities that are contrary to our overall charitable objectives, or which could compromise our impact, integrity, or credibility. These include, but are not limited to, companies that have a direct negative impact on the welfare of children and / or are involved with activities including the following:

Illegal and unethical conduct:

- Illegal activity
- Human rights abuses
- Terrorism
- Money laundering
- Evidence of any form of inhuman, unreasonable or discriminatory treatment of employees , including failure to pay employees a minimum wage, or other poor working practices and conditions
- Use of child labour

Harmful products and industries:

- The manufacture or significant sale of tobacco and vaping products
- Pornography or the sex industry
- Gambling

- The manufacture or significant sale of alcohol
- The manufacture or sale of arms and ammunition

Environmental impact:

- The manufacture of environmentally hazardous products or chemicals
- Extractive industries or any industries with a significant negative impact on the environment where there is no demonstrable climate-positive commitment or adherence to the UN's Sustainable Development Goals

Reputational and values alignment:

- Companies that have been prosecuted for a poor safeguarding record
- Individuals or organisations known to instigate or repeat views of an inflammatory or derogatory nature concerning someone's race, gender, disability, sexual orientation, religion, culture, or any aspect of someone's life, which is against our values and objectives

## 4. Procedures

Before writing a proposal or application for funding, we will follow a due diligence process to understand whether the individual / organisation is an appropriate partner, based on the principles and excluded activities listed above. We will investigate any suspicious donations and large anonymous gifts, and due diligence will be carried out on donations of £1,000 or more.

In line with Charity Commission guidance, if a donation of £25,000 or more is received from an unknown or unverifiable source, it will be reported to the Charity Commission as a serious incident.

Members of the public are invited to raise any concerns they may have regarding our ethical guidelines or a potential or existing partner. If you wish to raise a concern with us, you can do so by emailing [foundationfundraising@economist.com](mailto:foundationfundraising@economist.com) or by post (The Economist Educational Foundation, The Adelphi, 1-11 John Adam Street, WC2N 6HT).

All concerns received from the public regarding ethical guidelines or partners will be handled in accordance with The Economist Educational Foundation's Fundraising Complaints Policy and Procedure.

## 5. Transparency and accountability

We operate with a presumption of openness and transparency, subject to complying with all legal and regulatory requirements. This includes publishing this Ethical Guidelines policy externally on our website.

We will disclose details of all companies and individuals giving over £10,000 on our website. We will also ensure our annual reports and safeguarding policy are publicly accessible.

We commit to providing annual reports to our Board of Trustees about instances where donations or offers of fundraising have been refused.

We will ensure our accounting and accountability comply with the highest legal, accounting and ethical standards and be fully transparent. Our annual accounts and statements will regularly report on financial activities, clearly stating the percentage of income spent on fundraising and administration.

## 6. Donor rights and privacy

We are committed to upholding the rights of our donors and fostering an environment of trust and transparency. Donors or prospective donors are entitled, promptly upon request, to:

- Our most recently published annual report and financial statements
- A copy of this Ethical Guidelines policy
- The results of any personal due diligence undertaken by the charity, subject to legal and privacy constraints

Donor privacy will be respected. All donor records will be kept in strict accordance with the Data Protection Act (2018) and our Privacy and Data Protection Policies. Donors have the right to view their own donor records.

Donors may request that their gifts remain anonymous. This request will be respected where it is legally and ethically possible. The Senior Leadership Team and the Board of Trustees will be informed of the names of all donors. Otherwise, the names of donors requesting anonymity for their gifts will not be shared beyond those directly involved in the donation's solicitation, approval, processing, stewardship and auditing.

In communicating with potential or existing donors, we will be mindful of indicators that suggest an individual may be vulnerable and engage with them accordingly. We will take appropriate steps to protect vulnerable people from unreasonable intrusion on their privacy, unreasonably persistent approaches, or undue pressure to give.

## 7. Beneficiary protection in communications

We are committed to ethically representing our beneficiaries in all communications, always respecting them and portraying them how they wish to be seen. We will only use personal information about beneficiaries with their explicit consent and solely for the agreed purposes. We will not disclose any information that might put beneficiaries at risk, particularly children and vulnerable people. This is further outlined in our safeguarding and behavioural policies. We will ensure that the interests of our beneficiaries are at the heart of all our activities and decision-making.