



## **Bristol Cable Ethical Fundraising Policy**

### **1. Purpose**

- 1.1. This document sets out the Bristol Cable's Ethical Fundraising Policy. It is intended for our members, audience, current and prospective donors (both individual and organisational) and their advisers, to provide full transparency about the contributions we solicit, and those we accept (or decline), and our values and principles in our approach to fundraising.
- 1.2. The Bristol Cable is an independent, community-owned local newspaper, and legally registered as a community benefit co-operative. It operates with the support of member contributions and contributions from private individuals and foundations in Bristol and internationally. The Cable actively encourages philanthropic support, and considers securing such support as a key element in being able to fulfil its mission.

### **2. Fundraising principles**

- 2.1. This policy was shaped from consultation with members, who voted in our 2022 AGM to create an ethical fundraising policy. The values and principles raised by members at that time are enshrined here.
- 2.2. The policies outlined in this document apply to all solicited contributions and unsolicited contributions of £5,000 or more. It does not apply to contributions from individual members unless they exceed £5,000 in a 12 month period, in which case this policy applies to that member's contribution as a High Contributing Member or large donor.
- 2.3. **Our fundraising protects our independence, reputation, and mission.**
  - 2.3.1. The Bristol Cable is editorially independent, and independent of any government, political ideology, company or religious belief, and our fundraising activity respects and protects that.
  - 2.3.2. We will not solicit or accept contributions from individuals, governments or organisations that seek to influence the outcome of

our investigations or other editorial, and compromise our independence.

- 2.3.3. We will not accept contributions from sources who may adversely impact our reputation for impartiality and independence. If we turn down a contribution or offer of support, we will explain why.
- 2.3.4. The Cable will decide on what funding it seeks or accepts on a case by case basis, recognising the complexities of considerations in where funding has come from, and the association and interests of the donor.
- 2.3.5. The Cable reserves the right to refuse any contributions from individuals or institutions if the organisation determines that such funds might undermine the Cable's credibility, independence, or reputation.
- 2.3.6. The Cable will avoid seeking or taking funding from:
  - 2.3.6.1. any organisation that has a proven (or strongly suspected) record of mistreating, or discriminating against, people based on protected characteristics such as: workers, LGBTQ, people of colour, disabled people, gender, language, ethnicity, class, religion, political beliefs, union membership. This list is not exhaustive.
  - 2.3.6.2. any organisation who make their income from activity that abuses human rights, or causes environmental destruction or depend on the depletion of finite resources, or from any of these sources: gambling, defence, property speculation, tobacco, drugs, the sex industry, or any kind of criminal activity. This list is not exhaustive, but sets out the kinds of industries and practices the Cable does not want to be associated with, and sources of money we do not want to accept.
- 2.3.7. The Cable will not seek or accept funding from any political party.
- 2.3.8. The Fundraising team is responsible for decisions on accepting funding, and will consult with other members of the staff team, directors, and members where needed. The Fundraising team has a responsibility to conduct due diligence in understanding the suitability of potential donors, assessing the benefits and risks of accepting money on a case by case basis.
- 2.3.9. We will ensure that projects for which we raise funds reflect our mission and priorities. Neither the funding opportunities we pursue, or the requirements of funders, will deflect us from our strategic objectives.
- 2.3.10. We will not allow any funding relationship to constrain us from criticising that body or exposing any wrongdoing in which it may be involved.

- 2.3.11. To insulate against the end of a funding relationship for any reason, we will make all possible attempts to diversify our funding streams.

## **2.4. We are honest and transparent about our fundraising**

- 2.4.1. We are honest and behave with integrity in all our fundraising, ensuring we comply with our fundraising principles and that these comply with UK regulation and legislation.
- 2.4.2. We are transparent about the funds we receive and will state all funding sources in our Annual Accounts in compliance with UK regulation and legislation.
- 2.4.3. For every donor which has given £5,000 or more in a year, we will list their name and funding given on our website, and the name of the specific project where relevant. (This number is chosen to be in alignment with guidelines set out by *Who Funds You?*, a project that researches and promotes transparency of think tank funding sources.)
- 2.4.4. We remain accountable to our members on major funding questions, whose contributions enable the Bristol Cable to inform and empower people in Bristol through our journalism, and community engagement. Our finances are discussed transparently each year at our AGMs.
- 2.4.5. We use contributions in accordance with their intended causes and provide timely updates to our donors explaining how we have used their contributions.
- 2.4.6. This policy will be prominently displayed on the Bristol Cable website and periodically alongside any funded content.
- 2.4.7. Where funding has been accepted for a specific editorial project, the donor name will be listed alongside or in conjunction with funded content.

## **2.5. We use our funds responsibly**

- 2.5.1. We put our donor's contributions to work as quickly as we can and do this wisely and responsibly.
- 2.5.2. We are modest and do not solicit more funds than we need to further our mission. We are grateful for all support, large and small.
- 2.5.3. We keep our operating costs at a minimum, so your support goes directly to our work, not to exorbitant salaries or fundraising campaigns.

## **2.6. Data protection**

- 2.6.1. While honouring article 2.4.3, we respect our donors' privacy and right to decide how and if the Bristol Cable contacts them. We make it easy for donors to choose how they want to hear from us, and if they ask us

not to contact them we won't, unless it is a legal or administrative requirement.

- 2.6.2. Our fundraising activity is carried out in accordance with our data protection policy and procedures. We will never sell our donor's data, or share it outside of the Bristol Cable.

### **3. Agreement with donors**

- 3.1. Donors accept and agree they will not have editorial influence, and that they do not have special or privileged access to Cable reporters or editors.
- 3.2. Funders are not aware of specific stories the newsroom is working on and do not review them before publication.
  - 3.2.1. All donors consent to honouring this policy when they make a donation to the Bristol Cable.