



Title	Fundraising Policy
Version reference	1.4
Document Owner	CEO
Governance Code Principle no	CEO
Approved by and date	Bodywhys Board of Directors September 2026
Next review date	September 2028

Introduction

Founded in 1995, Bodywhys – The Eating Disorders Association of Ireland – is the national voluntary organisation supporting people affected by eating disorders and their families.

Bodywhys provides a range of non-judgemental listening, information and support services, professional training, literature, podcasts, and webinars. Other aspects of the organisation's work include developing professional resources, collaborating with social media companies to respond to harmful online content, and working with the mainstream media to create awareness about eating disorders.

Bodywhys develops evidence-based programmes to promote positive body image and social media literacy in children and adolescents, as well as school talks and educational resources. Bodywhys is the support partner to the HSE's National Clinical Programme for Eating Disorders (NCP-ED), which delivers specialist public eating disorder services in the Republic of Ireland.

This policy sets out the principles and procedures that Bodywhys applies to fundraising undertaken for its benefit. It is intended to ensure that fundraising is conducted ethically, transparently and in accordance with the organisation's aims, values, and applicable legal and regulatory requirements.

This policy should be read alongside the Bodywhys Donor Charter, which sets out the organisations commitments to donors.

Purpose

The purpose of this policy is to:

- provide a clear framework for fundraising benefiting Bodywhys;
- ensure that fundraising activities are consistent with the organisation's aims, values, and strategic priorities;
- protect the interests and wellbeing of fundraisers, donors, beneficiaries and the wider public;

- ensure that funds raised for Bodywhys are managed appropriately and transparently;
- provide appropriate safeguards for fundraising involving people with lived experience of eating disorders;
- protect the reputation, name, and resources of Bodywhys; and
- support compliance with relevant legislation, regulatory requirements, and Bodywhys policies.

Scope

This policy applies to:

- fundraising undertaken independently by individuals or groups for the benefit of Bodywhys; and
- fundraising undertaken by individuals acting in an official capacity on behalf of Bodywhys, where applicable.

Definitions

Donation: A donation is money given to Bodywhys without an expectation of a direct economic benefit or other compensation.

Fundraising: Fundraising is an activity through which funds are donated or contributed, or items or services are sold, with the proceeds donated to Bodywhys.

Fundraiser: A fundraiser is an individual or group organising or participating in an activity to raise funds for the benefit of Bodywhys.

Independent fundraiser: An individual or group that undertakes fundraising independently of Bodywhys for the benefit of the organisation and is responsible for organising and managing its own fundraising activity.

Third party fundraiser: An organisation or other entity that undertakes fundraising for the benefit of Bodywhys, whether independently or as part of an agreed relationship with Bodywhys.

Fundraising principles

All fundraising undertaken for the benefit of Bodywhys should be:

- lawful;
- honest and transparent;
- respectful and non-coercive;
- consistent with Bodywhys' values and charitable purposes;
- proportionate to the circumstances and risks involved;
- respectful of donor choice and privacy; and
- conducted in a manner that protects the wellbeing and dignity of fundraisers and others involved.

No fundraiser should place pressure on an individual or organisation to donate. Where a person declines an opportunity to donate, the decision must be respected. No portion of funds raised for Bodywhys may be used for the private gain of an individual, except for legitimate and appropriately authorised expenses where applicable.

Bodywhys will seek to ensure that fundraising undertaken for its benefit does not undermine the organisations charitable purposes, reputation, or commitment to supporting people affected by eating disorders.

Fundraising undertaken by members of the public

Individuals and groups may wish to organise fundraising activities to benefit Bodywhys. Bodywhys should be notified of fundraising activities undertaken independently for its benefit through the designated fundraising form available on the Bodywhys website.

Notification enables Bodywhys to understand the nature of fundraising activities being undertaken for its benefit, provide appropriate guidance and support, identify potential concerns and, where relevant, discuss wellbeing and safeguarding considerations with the fundraiser.

Submission of a fundraising form does not constitute endorsement or approval of an activity. Bodywhys does not organise, manage, or supervise independent fundraising

activities. Notification of an activity to Bodywhys, or the provision of fundraising materials or guidance by Bodywhys, does not mean that Bodywhys is organising, managing, or approving an activity.

Fundraising activities undertaken independently by members of the public remain the responsibility of the fundraiser, including responsibility for the organisation, operation, and safety of an activity.

Where Bodywhys considers the activity is inconsistent with its values, poses significant risk, or could reasonably cause harm, Bodywhys may advise the fundraiser that it cannot support or be associated with the activity and may request that Bodywhys' name, logo or fundraising materials are not used.

Fundraiser identity and representation

Fundraisers must be transparent about their relationship with Bodywhys.

Prospective donors should be informed whether the fundraiser is:

- a Bodywhys employee;
- a Board member;
- a Bodywhys volunteer; or
- an independent third-party fundraising in aid of Bodywhys.

Fundraisers must not imply that they are employees, representatives, or agents of Bodywhys where this is not the case.

Fundraisers must not make claims about Bodywhys, its services, finances, beneficiaries, or the use of donations that have not been authorised or verified by Bodywhys.

Independent fundraisers should describe themselves as fundraising 'in aid of Bodywhys' and should not suggest that their activity is organised, operated or endorsed by Bodywhys.

Use of Bodywhys logo and materials

Fundraisers wishing to use the Bodywhys logo and fundraising materials should indicate this on the fundraising form. Following notification, Bodywhys may provide appropriate materials for use in connection with the fundraising activity.

The provision of Bodywhys fundraising materials does not constitute endorsement or approval of the fundraising activity by Bodywhys.

These materials should be used only for the purpose for which they have been provided and should not be altered in a way that could misrepresent Bodywhys or its work. Bodywhys may withdraw permission to use its name, logo, or materials where their use is inappropriate, misleading, or inconsistent with this policy.

Fundraising activities and risk

Bodywhys will consider the nature and potential risks of fundraising activities notified to the organisation. Particular consideration will be given to activities involving:

- significant physical activity or endurance events;
- activities involving potentially harmful or triggering content;
- children, young people or people who may require additional safeguarding protections;
- activities that could be considered inconsistent with Bodywhys' values or charitable purposes

Bodywhys may contact a fundraiser for additional information and, where appropriate, to discuss whether suitable safeguards and support are in place.

The purpose of this contact is to support the wellbeing of the fundraiser and identify any concerns that may require further discussion. It does not constitute an assessment or approval of the fundraising activity by Bodywhys.

Eating disorder and recovery considerations

Bodywhys recognises that fundraising may have particular implications for people with current or previous experience of an eating disorder. Fundraising activities should not adversely affect an individual's physical or mental health or undermine their recovery.

Fundraisers with lived or living experience of an eating disorder may wish to voluntarily share this information with Bodywhys so that appropriate wellbeing support and safeguards can be considered. Disclosure is entirely voluntary and is not a requirement for fundraising for Bodywhys. Fundraisers are not required to disclose details of their experience.

This information is requested solely to help Bodywhys consider whether additional support or guidance may be appropriate and will be handled in accordance with applicable data protection legislation and Bodywhys' data protection and privacy policies.

Where a proposed fundraising activity may reasonably present a risk to an individual's wellbeing or recovery, Bodywhys may recommend an alternative activity or advise that it is not appropriate for Bodywhys to be associated with the proposed activity.

Bodywhys may consider activities involving exercise behaviours particularly carefully given their potential relationship with eating-disorder behaviours.

Financial management

All funds raised for Bodywhys must be transferred to the organisation through the appropriate channels and within a reasonable timeframe. Fundraisers should keep appropriate records of money raised and, where relevant, expenses incurred.

Fundraisers must not retain, borrow, or use fundraising proceeds for personal purposes. Where fundraising expenses are incurred, these should be reasonable, proportionate and clearly distinguished from funds raised for Bodywhys.

Any reimbursement by Bodywhys must be agreed in advance. Where practicable, appropriate controls should be used when handling cash, including secure storage, prompt transfer of funds and independent counting of significant cash collections.

Bodywhys will maintain appropriate financial records of fundraising income and expenditure in accordance with its financial procedures.

Restricted and unrestricted funds

Bodywhys receives funds from members of the public and private donors which may be designated as unrestricted or restricted funds.

Unrestricted funds will be deployed as Bodywhys deems appropriate, in accordance with the organisation's charitable purposes, strategic priorities and financial procedures, and by agreement with the Board where appropriate.

Restricted funds, or funds raised or received for a specific purpose, may be subject to contractual terms or other conditions agreed with the relevant funder(s) or donor(s). Where contractual terms or conditions apply, Bodywhys will manage and use the funds in accordance with those terms.

Where funds are restricted to a specific purpose but there is no contract or other formal agreement setting out how unused funds should be managed, Bodywhys will communicate with the relevant funder(s) or donor(s) where there are excess unused funds.

The excess funding will either:

- Be returned to the relevant funder(s) or donor(s), or
- Be reallocated and used for another purpose following discussion with and approval from the relevant funder(s) or donor(s).

Any arrangements relating to the return or reallocation of funds will be appropriately documented.

Returns and/or reallocation of funding will be reflected in the financial reports provided to the Board by the CEO and, where applicable, in the annual accounts prepared by the organisation.

Donor rights

Bodywhys' commitments to donors are set out in the Bodywhys Donor Charter. The Donor Charter should be read alongside this policy.

Data protection and privacy

Personal information collected in connection with fundraising will be handled in accordance with applicable data protection legislation and Bodywhys' Data Protection and Privacy policies.

Information collected through fundraising notification or other processes will only be used for appropriate and specified purposes. Particular care will be taken with information relating to an individual's health or lived experience of an eating disorder.

Where Bodywhys invites a fundraiser to voluntarily share information about lived or living experience of an eating disorder, the purpose of collecting this information will be explained to the individual and information will be processed in accordance with applicable data protection requirements.

Safeguarding

Fundraising activities involving children, young people or vulnerable adults must be conducted in accordance with relevant Bodywhys safeguarding policies and procedures and applicable legal requirements.

Fundraisers must not place children, young people, vulnerable adults, or people affected by eating disorders under inappropriate pressure to participate or donate.

Any safeguarding concern arising in connection with fundraising should be reported through the appropriate Bodywhys procedure.

Complaints and feedback

Bodywhys welcomes feedback about its fundraising activities.

Complaints relating to fundraising will be managed in accordance with the organisation's complaints and feedback procedure.

Significant fundraising complaints, incidents, or risks will be brought to the attention of the CEO and, where appropriate, the Board.

Where a complaint relates to an independently organised fundraising activity, Bodywhys will distinguish between matters relating to Bodywhys, and matters for which the independent fundraiser is responsible.

Third-party fundraising

Where a third-party organisation wishes to undertake fundraising on behalf of the organisation, appropriate due diligence will be undertaken before engagement.

Third-party fundraisers must comply with applicable legislation, regulatory requirements, and Bodywhys policies.

Where Bodywhys enters into a formal fundraising relationship with a third-party organisation, the nature and terms of that relationship should be clearly documented, including respective responsibilities, use of Bodywhys name and logo, handling of funds, communications and any relevant safeguarding or reputational risks.

Monitoring and reporting

Bodywhys will maintain appropriate records of fundraising activities and funds received. Fundraising income and relevant expenditure will be recorded in accordance with Bodywhys' financial procedures.

The CEO will provide appropriate fundraising and financial information to the Board. Significant incidents, complaints, risks, or concerns relating to fundraising will be reported to the Board where appropriate.

Records of fundraising notifications will be maintained for the purposes of appropriate oversight, support, safeguarding, and organisational learning.

Fundraising and responsibilities

The Board has overall governance responsibility for fundraising policy and oversight. The CEO has responsibility for implementing this policy and ensuring appropriate operational procedures are in place.

Relevant Bodywhys staff are responsible for administering fundraising notifications, providing guidance and materials, maintaining appropriate records and escalating concerns.

Fundraisers are responsible for complying with this policy and any guidance provided by Bodywhys.

For independent fundraising activities, responsibility for organising, managing, and ensuring the safety of the activity remains with the fundraiser.

Review

This policy will be reviewed periodically to ensure that it remains appropriate, effective, and consistent with applicable legislation, regulatory guidance, and Bodywhys' strategic priorities.

The Fundraising Policy, Fundraising Guidelines and Donor Charter should, where practicable, be reviewed together to ensure consistency between the organisation's governance arrangements, supporter guidance, and commitments to donors.