



# Funding Policy Statement

Issue Date: July 2017

Review Date: January 2023

Owner: Chief Executive Officer, Central Support Manager

Copyright © 2016 The Breastfeeding Network

All rights reserved. The unauthorised use of any or all of this material will constitute a breach of copyright.

## GENERAL FUNDING STATEMENT

- Breastfeeding Network's principal funding is through grants, commissioned services and donations in respect of its core charitable aims.
- Breastfeeding Network is prohibited by its Articles from accepting any donations or funds from companies or funders who are non-compliant with the World Health Organisation International Code of Marketing of Breastmilk Substitutes and subsequent relevant World Health Assembly Resolutions.
- Occasional direct sponsorship or pro-bono support of activities will be by written agreement and with full regard to the WHO/UNICEF Code of Marketing of Breastmilk Substitutes and subsequent relevant World Health Assembly Resolutions.
- The Breastfeeding Network aims to be an independent source of support and information for breastfeeding mothers, parents and families and health care professionals. This means that all support offered by the charity's volunteers and employees is offered free from commercial interests and wherever possible free of charge to parents. To ensure BfN services remain independent, the Trustees of BfN have set guidelines in this policy to indicate circumstances in which the charity will avoid funders with a direct or indirect commercial interest in areas harmful to health (such as alcohol or tobacco companies) or potentially in conflict with neutral information that we provide (such as manufacturers or distributors of pharmaceuticals or supplements). The BfN will also refuse funding from or partnerships with organisations wishing to access vulnerable families that use our services or support (including any companies involved in payday lending, multi-level marketing, or similar exploitative practices).
- Donations do not entitle any individual or organisation to decision-making authority. External funding will not divert Breastfeeding Network from its agreed aims and values.
- Donations and grants will normally be acknowledged in annual accounts and in accordance with funder requirements.
- Donations from individuals and grants will be acknowledged at the request of the donor or funder.
- Breastfeeding Network operates across England, Wales and Scotland working with funders, partners and donors. Consideration will be given to origin of donations where specified.

Questions about funding should be addressed to [fundraising@breastfeedingnetwork.org.uk](mailto:fundraising@breastfeedingnetwork.org.uk)

You can find further information about fundraising and applying for funding to support the work of the BfN in the following documents incorporated into this policy.

- Guidance for the acceptance and refusal of donations
- Fundraising for the BfN
- Guidance on applying for funding for BfN activities
- Funding for Peer Support Training Information – Appendix 1
- Funding for Training Courses form – Appendix 2
- Fundraising Allocation form – Appendix 3



## Guidance for the Acceptance or Refusal of Donations

<b>Date of Issue:</b>	July 2017	<b>Next Review Date:</b>	January 2023
<b>Version:</b>	2	<b>Last Review Date:</b>	January 2022
<b>Author:</b>	Programme Managers & Shereen Fisher		
<b>Approval Route: For review at Finance, Audit and Risk Committee</b>			
<b>Approved By: Board via Finance, Audit and Risk Committee</b>		<b>Date Approved:</b> January 2022 September 2020 November 2015	
<b>Links or overlaps with other strategies/policies:</b>			
Articles of Association			
BfN Code of Conduct			
BfN Strategic Business Plan			

The Breastfeeding Network aims to be an independent source of support and information for breastfeeding mothers, parents and families and health care professionals. This means all support offered by the charity's volunteers and employees is offered free from commercial interests and wherever possible free of charge to parents. <sup>1</sup>

In some circumstances, antenatal sessions may be offered at low cost to parents with an unwaged rate to keep the course accessible.

<sup>1</sup> Breastfeeding Network's Articles of Association includes a clause preventing us from entering into any financial relationship with any company which manufactures or distributes breast milk substitutes, teats or bottles, in compliance with the WHO Code and subsequent resolutions.

This approach helps us to be:

- Accessible when and where families need help
- Inclusive of mothers, parents and families who face barriers to breastfeeding

In accordance with the Breastfeeding Network's values and charitable aims we also welcome donations from a wide variety of individuals, public bodies and other charities. The Breastfeeding Network is grateful to all donors for their support. However, there will be times when the charity needs to consider whether it is in its best interests to refuse particular donations, for example when it contravenes our code of conduct, charitable aims or is detrimental to the charity, including those that are made 'in kind'.

The objectives of this policy are to:

- Provide guidance and clarity for trustees, volunteers, staff and potential donors
- Ensure compliance with the law and Office of Scottish Charity Regulator (OSCR) guidance
- Protect the values of the charity namely to ensure independent, breastfeeding support free from commercial interest
- Clarify who has authority to take decisions in differing circumstances
- Ensure that decisions are consistent and based on the needs of the charity rather than the personal or collective preferences of trustees

This policy applies to all donations, funds and subscriptions received by the Breastfeeding Network.

### **General Guidelines**

Ultimate responsibility for all decisions rests with the trustees. They have a duty to consider carefully, on the basis of the evidence available to them, whether the charity's interests will be better served by accepting or refusing the donation. The Trustees (or their delegates) must not allow individual or collective personal, political or commercial interests, or personal views on political or ethical issues, which are not directly related to the interests of the charity, to affect their judgment. To ensure this is evidenced a register of trustee interests is maintained by the charity.

Decisions should only be based on the following criteria:

1. acceptance/refusal is in the best interests of the charity and will assist in the delivery of its charitable objectives, its strategies and its policies
2. acceptance/refusal will not undermine the charity's objectives

3. acceptance/refusal will not damage the charity's reputation and the prospect of securing future funding
4. acceptance/refusal will not create a material benefit for one or more of the trustees or their delegates
5. acceptance would potentially cost the charity more than the value of the donation itself
6. the trustees are absolutely confident, that there will be no undue influence on any part of its information and support services

In all cases, the trustees must be able to demonstrate that acceptance of the donation would not be detrimental to the achievement of its purposes. For example, it may be evident that the acceptance of a donation would most likely lead to the loss of assets to the charity such as:

- donations from other supporters or funders at least equivalent, over the long term, to the value of the donation
- volunteers whose services would be at least as great as the value of the donation
- staff or members and the inability to recruit staff or members

Where the potential donor is a person or a company whose activities are not directly related to Breastfeeding Network's charitable objects, but the charity nevertheless wishes to avoid association with the donor, great care will be exercised in coming to a decision.

For example:

**Company X offers to donate profits from sale of parent classes to the Breastfeeding Network**

Company X offers to donate all profits from sale of classes to parents to Breastfeeding Network. It looks to use the Breastfeeding Network, brand and logo on its publicity material and website. BfN Board of Trustees following careful consideration decline further donations on the basis that the charity does not want to be associated with commercial classes sold to parents.

The trustees may delegate responsibility for deciding whether to accept donations to the Chief Executive or to other named staff on the following basis (such delegation will be documented):

- Smaller donations, broadly equivalent to less than 1% of the charities total annual income in the previous financial year, can be accepted by delegates.
- Larger donations (greater than 1%) and/or those seen as potentially contentious and/or those that are made with conditions attached, must always be referred to the Chair of the Finance, Audit and Risk Committee.
- The decision to refuse a donation (greater than 1%) can only be made by the Committee.

All donations greater than 0.1% of income will be reported to the Committee with an outline of how the decision to accept or refuse them was made.

Multiple donations made by one donor within one financial year will be considered cumulatively and treated as a single donation for the purposes of the above.

## **Policy Regarding Specific Types of Donor**

### Infant Formula Industry

The Breastfeeding Network believes that parents deserve independent information and support on all aspects of infant feeding, whether breastfeeding or making decisions about infant formula. As a result, the Breastfeeding Network does not enter into any financial agreement with infant feeding companies which make or sell infant formula.

### Other Manufacturers (including manufacturers of teats and dummies)

In addition to the above, the Breastfeeding Network does not enter into any financial agreement with companies which make, sell, or hire products, for example:

- food or drinks marketed as suitable for children under the age of 3
- breast pumps
- sterilisers
- feeding bras, and special breastfeeding clothing
- medications and other remedies commonly used by babies or new mothers (e.g. 'colic' or teething remedies)
- nipple creams, breast shells, nipple shields, breast pads, breast soothers
- breast milk storage containers
- pillows, slings, feeding chairs
- items intended to soothe colicky or sleepless babies

The charity acknowledges that some of these products may be of great help. However, we feel we can best offer independent support and information to women and families if BfN as an organisation is not affiliated or thought to be affiliated with anyone who profits / benefits from women & families infant feeding choices. As a result, we do not accept donations from companies associated in the marketing and sale of these items.

### Donations from Alcohol, Pharmaceutical and Tobacco Companies and Other Harmful Sectors

The charity maintains a policy of not accepting donations from the alcohol, pharmaceutical and tobacco industry. In the unlikely event that there are any enquiries from companies in such industries, or related sectors (such as vaping, health supplements or similar) to donate to the charity, these should be forwarded directly to the Chief Executive and Chair of the Charity at [ceo@breastfeedingnetwork.org.uk](mailto:ceo@breastfeedingnetwork.org.uk). The CEO and Chair should also be contacted in the unlikely event of enquiries from companies involved in exploitative financial practices such as payday lending or multi-level marketing.

### Corporate Sponsorship/Donations

The Breastfeeding Network will consider - on a case by case basis - receiving funds or pro bono support from other institutions that themselves are in receipt of money from the above named industries but only where it is completely satisfied that the governance arrangements of the institution and the nature of the relationship between the institution and Breastfeeding Network mean that there is no risk of industry influence over the work of the charity. Enquiries concerning new funders disclosing details of the due diligence undertaken should be referred to the CEO and a Trustee on the FAR (Finance, Audit & Risk) committee by emailing [ceo@breastfeedingnetwork.org.uk](mailto:ceo@breastfeedingnetwork.org.uk).

### **Process**

For smaller donations, defined above, the Chief Executive or their delegates will record the name of the donor and the amount donated on a schedule. Where possible (e.g. the donation is from an identifiable organisation), the Chief Executive or Central Support Manager will research the background and determine whether the donation complies/does not comply with the general guidelines above. Conclusions will be noted on the schedule. Where the donation does not comply, the donation will be returned with an explanatory letter.

For larger donations, the process is identical except that having completed the background research, the Chief Executive will refer the decision as to whether the donation should be accepted to the Chair of the Finance, Audit and Risk (FAR) Committee. Their decision and the reasons for it will be noted on the schedule.

In the event of conditional donations, including 'named funds', the relationship and conditions of the donation will be explored by the donor, Chief Executive and Chair of FAR. The purpose of the donation, the nature of any research that may be undertaken with it, the relationship between the donor and Breastfeeding Network and to establish any terms will be considered. Following this, the decision about whether to proceed will be referred to the Finance, Audit and Risk Committee, bearing in mind the general guidelines above. If the donation is accepted, the charity will enter into a written agreement with the donor that sets out the terms of the relationship and the funding.

### **Anonymity/Publication of Donations**

Funding from a donor who wishes to remain anonymous but their identity is known to Breastfeeding Network will be subject to the same considerations and processes described above.

A donation that is made anonymously (i.e. Breastfeeding Network itself does not know who the donor is) will normally be accepted, whatever its size, provided that there is no attempt from the donor to influence the charity or its work in an undue manner (e.g. through an attached letter). However, where an anonymous donation has conditions attached, the Finance, Audit and Risk Committee will be asked to consider whether or not it should be accepted, bearing in mind the general guidelines above.

In both cases, Breastfeeding Network's Annual report will state 'Anonymous Donation' and record the amount donated.

### **Other Considerations**

Where necessary, if the trustees are concerned by a particular donation and in order to pre-empt possible disputes and or negative publicity in complex or potentially difficult cases the trustees will seek professional legal advice.

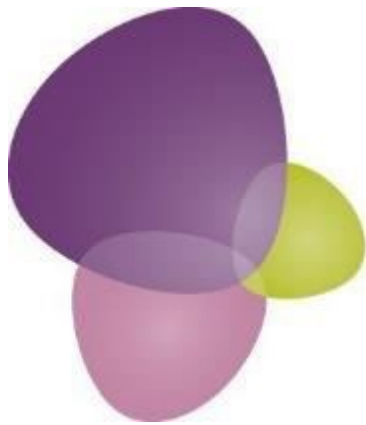
### **Returning Donations**

Where the trustees receive a request for the return of all or part of a donation, they will only do so where:

- the written agreement surrounding the donation (see above) provide for it to be returned in particular circumstances
- where the law specifically provides for the gift to be returned in particular circumstances

On occasion, Breastfeeding Network may wish to refuse a donation, or delay its acceptance, with a view to persuading the donor to make the gift in a more tax efficient manner (e.g. by Gift Aid). A careful assessment of the risk that the donor might be put off making the donation altogether must be made.





# the Breastfeeding network

## Fundraising for BfN

<b>Date of Issue:</b>	July 2017	<b>Next Review Date:</b>	January 2023
<b>Version:</b>	2	<b>Last Review Date:</b>	January 2022
<b>Author:</b>	Programme Managers & Central Support Manager		
<b>Approval Route: For review at next FAR meeting March 2021</b>			
<b>Approved By: Board via Finance, Audit &amp; Risk Committee</b>	<b>Date Approved:</b> January 2022 September 2020 November 2015		
<b>Links or overlaps with other strategies/policies:</b>			
Articles of Association			
BfN Code of Conduct			
BfN Strategic Business Plan			

Thank you for your interest in fundraising for the Breastfeeding Network (BfN) we are a charity and donations and fundraising help us continue to support families across the UK.

## Introduction

This guidance is for anyone who would like to raise money for us, this includes doing sponsored events like runs/swims or holding other events/collecting donations. In light of Covid-19 public fundraising has been impacted and should only be carried out sensitively and responsibly – this means in a safe way that is in-line with the Code of Fundraising Practice and any local or national restrictions. For more information, please consider the following information prepared by the Fundraising Regulator and the Chartered Institute for Fundraising.

<https://www.fundraisingregulator.org.uk/more-from-us/resources/coronavirus-covid-19-public-fundraising-guidance>

<https://www.fundraisingregulator.org.uk/code>

We are happy to offer as much support and information as we can to anyone who would like to fundraise for us, you do not have to be a registered volunteer to get involved in fundraising. If you have any questions about fundraising for the BfN you can email [fundraising@breastfeedingnetwork.org.uk](mailto:fundraising@breastfeedingnetwork.org.uk)

*All fundraised monies, unless otherwise specified will go into the general funds of the charity and will be used to help BfN to support parents and families across the UK. However, there is an option to designate funds for a specific local purpose, covering activities like supervision, training or running breastfeeding groups. If you take this option a proportion of the money you raise (normally a minimum of 20%) will be retained by the BfN to support the overall work of the charity. To set this up please ensure the fundraising allocation form (Appendix 3) is completed and sent to [finance@breastfeedingnetwork.org.uk](mailto:finance@breastfeedingnetwork.org.uk)*

You can also look at our Funding Policy statement to see some simple information about how our organisation is funded, our core aims and the types of donations we are able to accept. Occasionally we may have to consider whether we can accept a donation, for further details please refer to BfN's Guidance for the acceptance or refusal of donations.

If you are a BfN volunteer it might be good to speak to your supervisor before you hold any fundraising events to see what else might be happening in your area, you might find there is a group of people who could all fundraise together which is more fun and can be more effective.

**Please note - However you fundraise it is important to make sure you are complying with UK law and good fundraising practice, this protects you and the BfN as well as ensuring that people giving money can be sure that their donation is being used appropriately. Any information you produce about your fundraising event should include information about the Breastfeeding Network, including our charity number (see below for a statement you can copy)**

**You MUST make sure that all the money raised at an event specifically for the Breastfeeding Network is given to the organisation.**

**The Breastfeeding Network cannot be held responsible and does not accept any liability for fundraising events unless agreed in writing prior to the event. This means if you are holding an event you should check out any**

**health and safety or insurance/permissions needed before your event. Events organised by BfN staff and registered volunteers may already be covered by BfN insurance, but please get in touch by emailing [fundraising@breastfeedingnetwork.org.uk](mailto:fundraising@breastfeedingnetwork.org.uk) to confirm this.**

### **National fundraising events**

We hold two national fundraising events each year and getting involved with these is one of the easiest ways to fundraise for us.

**Mums' Milk run** – Typically this is an event held over a week in May/June each year that involves awareness raising and fundraising through a sponsored event such as a run/cycle/toddle/pram push etc. People can set up individual challenges and join our Mums' Milk Run team on the charity giving site or gather together for group events. Some of these events are for families in a specific location or area and they might involve a short toddler dash or a longer family walk where everyone collects sponsorship. Others involve a group of parents or volunteers gathering together to complete a set distance of walking/running/swimming etc. either in a one off event or over several days. We encourage people to get together and to enjoy the events as much as possible. There are lots more ideas and resources for holding an event on [our website](#). In light of Covid-19 Mums' Milk Run became an awareness raising event with emphasis on self-care and there was no obligation to do any fundraising. Depending on circumstances BfN may look to repeat this style of event.

**BfN Big Tea Break** – Typically, this is an event held over a week in October/November each year to raise funds for our Drugs in Breastmilk (DIBM) information service. It invites families, volunteers and health professionals to hold a BfN Big Tea Break event and to have tea and cake while they fundraise. There are lots of resources online to help you organise an event and it can be a big event held in a local hall or a small gathering in your own kitchen, whichever you prefer!

All the money raised from these events from across the UK goes towards supporting the DIBM information service.

### **How can I get involved?**

If you would like to get involved in either or both of our annual fundraising events have a look at information for organising an event on our website, pick what you would like to do and start fundraising! You can get in touch with the BfN's Central Support Manager on [fundraising@breastfeedingnetwork.org.uk](mailto:fundraising@breastfeedingnetwork.org.uk) anytime if you have questions or if you need some support. All money raised at fundraising events must be paid in via our head office in Paisley or donated direct via BACS or our charity giving site.

**Please note - The Breastfeeding Network does not accept any liability for fundraising events unless agreed in writing by BfN prior to the event. Events organised by BfN staff and registered volunteers may be covered by BfN insurance, but please get in touch to check by emailing [fundraising@breastfeedingnetwork.org.uk](mailto:fundraising@breastfeedingnetwork.org.uk)**

**If your event is not covered by BfN insurance, BfN will not accept any liability for the event and cannot be held responsible should things not go to plan. It is your responsibility to check out any health and safety and/or insurance/permissions needed, and to ensure these are in place, before your event.**

### **Fundraising in other ways?**

In light of Covid-19 organising face to face fundraising events is limited and variable across geographical areas. Holding fundraising events that breach rules on physical distancing, social gatherings etc. may be illegal and might not be covered by BfN insurance. It is therefore advisable to avoid holding fundraising events that involve bringing people together, unless local and national guidance allows for this to happen safely. Make sure you are up to date with the latest official advice on public gatherings from the NHS and the Government. If you have a fundraising idea we suggest that you speak with us about it in the first instance, this will help us support you and ensure it can run safely.

Please email us at [fundraising@breastfeedingnetwork.org.uk](mailto:fundraising@breastfeedingnetwork.org.uk) to let us know about your plans.

### **Raise money for us at an organised event**

Do you already have a guaranteed place at an organised run, cycle or other event? We would love you to fundraise for us! Please let us know that you would like to fundraise for us by emailing [fundraising@breastfeedingnetwork.org.uk](mailto:fundraising@breastfeedingnetwork.org.uk) We can provide you with information about setting up a charity fundraising page and send you templates for a sponsorship form. When you raise over ££100 we will also send you a free running vest! We can also help you promote your fundraising event via our website, Facebook and Twitter.

### **Fundraising using BfN collection boxes**

If you want to put a BfN collection box in a cafe, shop or other premises you must follow the guidance below:

The collection box MUST have the charity name, number and address on it.

- You should not leave the box in a business/premises that does not abide by the WHO code for example a supermarket, pharmacy or other business selling infant formula or other products relating to infant feeding. It is fine to leave the box in a cafe that sells Nestle products. Please consider the code of conduct and accompanying guidance when thinking about where to leave a BfN collection box and contact the Business Development team, local project manager or your supervisor if you have any concerns.

- You need a written agreement between BfN and the premises that will host the collection box. This agreement must include following -
  - The name of the BfN volunteer dropping off the collection box, the date and the name of the premises/business
  - Contact details for the BfN volunteer involved and the premises/business
  - Permission from the venue to have the box on display
  - A statement to say that they will only return the box to the agreed BfN volunteer (or another volunteer agreed in advance) and that all money donated will be returned with the box when requested
  - Both the BfN volunteer and the business/premises should sign the agreement.

### **Fundraising for training courses**

It is possible to raise funds specifically with the aim of being able to run peer support training in an area. If this is something you would like to know more about, please have a look at Appendix 1 ‘Fundraising for training courses’ guidance. It is important to keep in mind that BfN training is always provided free of charge to mums so fundraising for training should try and avoid large donations from individuals who would like to train.

When fundraising for training please make sure everyone is aware that fundraising does not guarantee anyone a place on any training courses that are funded and that allocation of places and the organisation of the venue and timings of the course will be planned by the BfN to best suit local needs. There are ongoing costs to training volunteers, such as monthly supervision, registration and insurance and these need to be factored in to any fundraising plans. For more information, please email [fundraising@breastfeedingnetwork.org.uk](mailto:fundraising@breastfeedingnetwork.org.uk)

If you plan to fundraise for a training course in your area, please complete the Fundraising for Training form (Appendix 2) when you send in donations to ensure that they are recorded and allocated correctly.

It is also possible to apply for specific funding to cover the costs of training, for more information about applying for funding please see ‘Guidance on Applying for Funding’.

### **What do I need to think about?**

The BfN abides by the World Health Organisation (WHO) International Code on the Marketing of Breastmilk Substitutes. This means we can't accept donations (financial or otherwise) from any organisation that breaks the WHO code by inappropriately promoting breastmilk substitutes (Infant or follow on formula), other food/drinks designed to replace breastfeeding or teats and dummies. This can sometimes make fundraising harder but it is something we feel very strongly about and we believe it means we can support families in the knowledge that we are free from any commercial influence. You can find out more about the WHO code here:

<https://www.unicef.org.uk/babyfriendly/baby-friendly-resources/international-code-marketing-breastmilk-substitutes-resources/helen-crawley-working-within-the-code-video/>

BfN volunteers and staff need to ensure that any written information shared as part of fundraising materials eg on posters, flyers, charity fundraising pages, social media pages meets the standards set out in our [code of conduct](#) for volunteers and staff. Especially relevant is keeping the language respectful of others, especially local health professionals, and ensuring that information is evidence-based (you should quote references and sources of information if appropriate) Be careful to avoid comments or judgments on services provided by other people or organisations and keep the information on your fundraising page/appeal/flyer etc just about BfN services.

If you are not sure if something is appropriate to share or not you can ask your supervisor, line manager or the Central Support Manager for help. You can also refer to the [Social Media policy](#) for guidelines about using social media.

### **Collecting and paying in donations**

If you are doing a sponsored event or challenge, we suggest you set up a charity fundraising page linked to the BfN main fundraising page. This allows you to share the link to your specific page with anyone you think might like to sponsor you and it also means that you don't need to worry about collecting cash. When you collect donations via our Charity Fundraising pages you can also choose to add Gift Aid which increases the amount of your donation to us. Please see the information above when you are writing information for your fundraising page. If you prefer to collect donations face to face there is information below about how to pay them in after your event.

If you are holding an event, such as a tea break or car boot sale you should collect any money raised in a secure box/tin and count it as soon as possible after the event, with two people who are not related present to double check the amount. It can be useful to have some money bags ready before the event to use to count any cash. If it is a large event with several people taking cash/donations it is good practice to ask each person to count the money they took and then for someone else to check each of the amounts before they are added together. This guidance helps us comply with good fundraising guidance and UK law as well as protecting anyone fundraising for us and also those making donations.

**It is important that donations as paid in as soon as possible after your event, ideally the next working day and that money is kept in a secure place until it can be paid in.**

For any donation please email [finance@breastfeedingnetwork.org.uk](mailto:finance@breastfeedingnetwork.org.uk) to let them know to look out for your payment. Please include your name, how much was raised and if the donation is for a specific purpose eg for our Drugs in Breastmilk service or a local project area (see information in the introduction about completing a fundraising allocation form)

Our bank details (for BACs transfer)

Bank of Scotland, sort code 80-09-29, account number 06001963

Please use the name of the event (for Mums' Milk Run/BfN Big Tea Break events) or your surname and project code (if applicable) as a reference for the payment.

You can post cheques to - The Breastfeeding Network, PO Box 11126, Paisley, PA2 8YB (make cheques payable to The Breastfeeding Network)

You can find our Charity fundraising page by going to <https://www.breastfeedingnetwork.org.uk/getinvolved/fundraising/>

### **Personal details**

When you hold an event or raise money/donate via fundraising web pages or other methods you may be required to share your personal details. We will hold any details shared in a secured manner and will not share them with any other organisation except if directly related to the donation/fundraising activity. We may use your details to contact you about your donation/fundraising activity if appropriate.

### **Further support and information?**

Email [fundraising@breastfeedingnetwork.org.uk](mailto:fundraising@breastfeedingnetwork.org.uk) to find out more or ask any questions.



Guidance on Applying for funding for BfN activities

<b>Date of Issue:</b>	July 2017	<b>Next Review Date:</b>	Review by FAR for January 2023
<b>Version:</b>	2	<b>Last Review Date:</b>	January 2022
<b>Author:</b>	Chief Executive Officer, Programme Manager and Central Support Manager		
<b>Approval Route: For approval at next FAR meeting March 2021</b>			
<b>Approved By: Board via Finance, Audit &amp; Risk Committee</b>	<b>Date Approved:</b> January 2022 September 2020 November 2015		
<b>Links or overlaps with other strategies/policies:</b>			
Articles of Association			
BfN Code of Conduct			
BfN Strategic Business Plan			

If you are thinking of applying for funding in the name of the Breastfeeding Network, it is important that you read and familiarise yourself with the following guidance.



## **Introduction**

The BfN is keen to support its members to apply for local funding to help support their activities. For example;

- Volunteer training
- Supervision costs
- Costs for Running local drop-in groups
- Study days to support learning and motivate volunteers
- BfN Breastfeeding Friendly Scheme

The central team is here to assist you; however, we do have limited resources, so the more you can do locally the better.

You can contact us on [projects@breastfeedingnetwork.org.uk](mailto:projects@breastfeedingnetwork.org.uk)

It is important to remember our Code of Conduct, specifically our obligation to abide by the WHO code, and to look at our Guidelines for the Acceptance or Refusal of Donations when you are looking for appropriate funding to apply for. They can be referred to earlier in this document.

Here is some more guidance to help you know where to start looking for funds;

## **Finding Funding**

Speak to your supervisor/other volunteers or local project manager/coordinator (if there is one) to see what has already been tried in your area and what the consensus is on funding needs. You can also speak with a Programme Manager from the central team.

### **1. Search for your nearest Voluntary Action Group.**

Most areas have a *Voluntary Action Group* that is set up to help support voluntary organisations. You should be able to register/sign-up for free and receive local information. They usually have lots of useful contacts and often send a monthly/weekly e-newsletter with lists of local/national funds that may be available to apply for. To find your nearest group, browse your search engine e.g. Reading voluntary action - and see what comes up. Your local council may run free training courses such as safeguarding/1<sup>st</sup> Aid training/Mental health awareness/Domestic Abuse/Smoking Cessation – all things that could provide local volunteers with additional skills and count as study days (this is called '*value in kind*'). In addition to this your local voluntary action group may hold fee study days on how to write funding proposals.

## **2. Look at information from local grant funders**

There are many small organisations which give money as grants to charities and organisations across the UK. Some of these fund activities in just a small local area and others offer funding nationally. You may find you have greater success with grant funders who specifically want to fund projects that have an impact on your local community. The amount of funds they will give varies so it is always worth checking what their maximum grant is to see if it would cover the work you are hoping to do. You may be able to make applications to 2 or 3 local funders eg; one application for training resource costs, another for tutor costs and another for crèche/venue costs. Ensure you show on your application that you have applied to other funders for other associated costs and let them know which have been successful'. (this may encourage them to give you the last piece of funding you need). Also, make sure they can see what you may have raised from local events – so they can see your commitment and fundraising efforts so far.

## **3. Search your local Councils website for council funding opportunities**

- Most local *Borough Councils* will have an annual funding/grant making page e.g. [http://www3.rbwm.gov.uk/info/200156/community\\_grants/728/grants\\_to\\_voluntary\\_organisations/2](http://www3.rbwm.gov.uk/info/200156/community_grants/728/grants_to_voluntary_organisations/2) so search for your local one.
- In addition, small towns or cities may have separate *Town Council Grants*
- *Value In Kind* - In your local council may run free training courses such as safeguarding/First Aid training/Mental health awareness/Domestic Abuse/Smoking Cessation – all things that could provide local volunteers with additional skills and count as study days.
- Most councils have some funding for Voluntary and Community Organisations and they will have links to your local voluntary action group.
- Try and get to know local councillors and ensure they know about BfN.

## **4. Speak to your local NHS Board, Clinical Commissioning Group (CCG), Public Health Lead, Health and Social Care Integration Joint Board, Councillor or Children's Centre Managers to see if they would consider funding your proposals?**

If they are interested in funding a project, try and arrange an informal meeting to discuss your ideas. They may want you to write a business case. Contact the programme managers to help with this

[projects@breastfeedingnetwork.org.uk](mailto:projects@breastfeedingnetwork.org.uk)

### **What do these groups do?**

In England CCG's (Clinical Commissioning Groups) run local health services i.e. your GP practice, general health care and maternity services in hospitals. They also usually pay for postnatal early midwifery services like the visits you get before being handed over to your Health Visitor.

Public Health services are now delivered through your local Council. The Council also provides services to the community like those delivered through Children's Centres. When a new mum's care is handed over to the Health Visitor, this service from this time on is paid for by the Council. Councils are facing large budget cuts and have less money to spend on Public Health and things like your local Children's Centre.

In Scotland, Public Health and Children's services may be delivered by both your local NHS Board and the new Health and Social Care Integration Joint Board.

Wales may have different ways of funding local health care, so please look at local NHS/council policies.

**When you think you have a suitable funder;**

- Read the BfN Fundraising Guidance and our Funding Policy Statement to ensure the funder is suitable
- Contact a Programme Manager from the central team to discuss your ideas and work out costs (there will always be a cost impact on BfN centrally – for example finance team managing costs/payments and producing a budget report. So the Programme Managers will ensure the costs are accurate) [projects@breastfeedingnetwork.org.uk](mailto:projects@breastfeedingnetwork.org.uk)
- Check to see if they fund larger organisations like us and check their income limits against our latest annual account income.
- Look to see if your idea and the BfN aims meet the funders criteria
- Always look to see what they 'do not fund' and look at examples of things they have funded (this can save you a lot of wasted time)
- Think about the project and how you would describe it. (what you want to do/why you want to do it/how you will do it/what the outcomes will be/how you will measure and report on what you have done)
- If you have 'evidence of need' make sure you show this
- List the 'Outcomes' – the difference you will make and see if it matches the funders criteria
- Check out deadlines and give attention to a bid / funding development plan – who needs to be involved to develop content and what authorisation will be needed? Time of others such as Chief Executive, Trustees or finance team needs to be considered as part of the plan including consideration of support from an external agency or bid writer.
- We can provide you with examples of previous funding applications which you might find useful
- Check who needs to sign your application, most often it will need to be one of our Directors or the CEO. Remember to build in time for this.
- Never begin your project before funding application has been formally accepted and money received. Do not assume your application will be successful or start the project based on 'verbal' offers.

### **Why do I need to notify the Programme Managers in the central team?**

If you are looking for funding for BfN it is important that the charity knows about it. This is because as a result of applying for funding there is a both a monetary and contractual relationship with the charity, distinct from the individual who has applied for the funding. There may also be implications for costs, insurance and ongoing support required, so it is important that centrally we are aware of all funding being applied for.

Also, we need to be sure that we are coordinating our applications across the charity as funders rarely accept more than one application from an organisation. If you have any questions about this guidance or applying for funds, please contact us at [projects@breastfeedingnetwork.org.uk](mailto:projects@breastfeedingnetwork.org.uk)

Submit your fundraising plan so they can offer support and share information about how to work out costs and then help you work with the central finance team to agree costs and to manage funds. Every funding application, even if it is a local funder, needs to be approved before it can be submitted.

### **Restrictions**

The BfN abides by the World Health Organisation (WHO) International Code on the Marketing of Breastmilk Substitutes. This means we can't accept donations (financial or otherwise) from any organisation that breaks the WHO code by inappropriately promoting breastmilk substitutes (Infant or follow on formula), other food/drinks designed to replace breastfeeding or teats and dummies.

This can sometimes make fundraising harder but it is something we feel very strongly about and we believe it means we can support families in the knowledge that we are free from any commercial influence.

You can find out more about the WHO code here - <https://www.unicef.org.uk/babyfriendly/baby-friendly-resources/international-code-marketing-breastmilk-substitutes-resources/helen-crawley-working-within-the-code-video/>

If you have any concerns or are offered money from a source that may violate the WHO Code or BfN Code, please contact us at [development@breastfeedingnetwork.org.uk](mailto:development@breastfeedingnetwork.org.uk)

The BfN Articles of Association prohibits members setting up separate branches or bank accounts for the receipt of funding. This is in order to safeguard the charity, its members and those who are supported by us.

Our Guidelines for the Acceptance and Refusal of Donations also gives support with thinking about funding sources and if they would be acceptable

If your funding application is successful, you would get support from the BfN to manage the budget and get the work set up.



## Appendix 1 - Fundraising for Peer Support Training Information

If you are raising funds for Peer Support training (BfN Helper training, Helpline Supporter training, Supporter training or tutor/supervisor training) please consider the following;

Ensure that the way you raise funds means that the training is still FREE to the mums who receive it (i.e. they should not donate large sums to cover their own training costs). So, raise funds via Councils, CCG's, Children's Centres, Rotary Clubs etc. and fundraising events rather than asking for large single donations from those who may be wanting to fund their own training place.

Certain conditions need to be met when fundraising for courses to ensure that a financial burden does not fall to BfN Central funds and to ensure your project is going to be successful;

- The full amount of the training course needs to be raised up front (email [development@breastfeedingnetwork.org.uk](mailto:development@breastfeedingnetwork.org.uk) to find out the current costs of each course)
- The full amount of any venue, tutor travel and crèche must be raised up front
- The full amount needs to be raised within a suggested time frame of 2 years, once you start fundraising we ask you to complete a Fundraising for Training form (Appendix 2) to let us know that you would like to keep the money you raise separate for providing a training course.
- On-going supervision costs could be met annually prior to the year of supervision
- The BfN central team will work with local fundraisers to agree the most appropriate venue and trainees for your course – ensuring that equality and diversity needs are met and that women from the most deprived backgrounds have equal opportunity to benefit from training
- The BfN central team will work with local fundraisers to agree' allocation of trainee places

- Consider the sustainability of your project. Draw up a 3-year plan showing how will you keep your volunteers supervised and cover any other ongoing costs.
  - Your 3-year plan could involve ongoing fundraising so that after raising initial training funds you hold future events to raise money for supervision.
  - You could hold a big promotional event when trainees qualify and through that raise funds for their on-going supervision. Also, consider linking with Mums' Milk Run and BfN Big Tea Break each year to celebrate your achievements and raise money.
  - Please remember that the BfN does not have sufficient central funding reserves to pay for on-going supervision in areas without funding, so it is helpful to set expectations for all involved and consider this as a long-term project.
  - Once you have an idea of your three-year plan please send it to [development@breastfeedingnetwork.org.uk](mailto:development@breastfeedingnetwork.org.uk) and we can have a conversation about the next steps

***Please note; a donation cannot be made for personal benefit i.e. you cannot pay funds for your own training and then demand it is provided in a specific area. BfN would maintain management of the course.***



### What a 3-year plan might look like:

Period	Task	Details	Fundraising activities	Target	Who
Planning stage	Gather a group of interested people and form a local fundraising group – so you are not trying to work alone Invite your local tutor/supervisor or project lead to join the task group (they may wish not to be actively involved, but offer guidance)	Meet and agree on your Aims Identify the evidence of need Get a rough idea of what this will cost (you can contact the business development team for guidance) Decide how you will show you have achieved your aims – these are your Outcomes – e.g. 12 new volunteers 2 new bf support groups	Decide what funding you need to meet initial project costs. Consider on-going costs to sustain your project Discuss a range of ways to help you raise funds	Work out your project costs and break them down into the 2 year plan	Divide up the workload but ensure you have a common way of communicating via meetings/Facebook etc. so you continue to work together and not in isolation
Year 1	(example) Raise funds for BfN Helper training	(these costs are sample and not accurate) £3,500 training £300 tutor travel £1500 crèche £500 venue In-kind free donations for refreshments?	(ideas) Mums' Milk Run Family fun days/cake sales etc. Apply to local town council for crèche costs Secure a free venue (to reduce costs)? Talk to beneficiaries (Church halls/CC's etc.) Apply to Rotary club for tutor travel costs	£5800	Two people to encourage anyone interested to take part in Mums' Milk Run Two people to run cake sales One person to look at Town Council small grants schemes and talk to local rotary clubs etc. One person to scope possible free or low cost venues and ask for funding 'in kind'
Year 2	Raise funds for on-going supervision	£1000 Supervision and Supervisor travel costs plus sundry items for volunteers (t-shirts etc.)	Mums' Milk Run Cake sales at mum & baby groups	£1000	Allot tasks to the group
Year 3	Raise funds for on-going supervision	£1000 Supervision and Supervisor travel costs plus sundry items for volunteers (t-shirts etc)	Mums' Milk Run Town Council?	£1000	Allot tasks to the group

Think about sustainability – consider a new 3-year plan at the end of year 3 – perhaps Module 1 Supporter training? Refresh the funding team with new volunteers – some may wish to leave and others who have gained experience may lead the new refreshed fundraising group.



## Appendix 2 Fundraising for Training form

Name	
Contact email	
Contact phone number	
BfN Volunteer?	Yes / No (Please circle) If yes what is your membership number
Project name and code (if applicable)	
Local area (if not linked to a BfN project)	
Please give details of the training you are fundraising for – eg Helpers/Supporters/Helpline supporters/Tutor/Supervisor	
Target amount to raise?	
Three year fundraising plan completed?	<b>Yes / No</b> (see Appendix 1 Fundraising for peer support training)
Have you set up a JustGiving page linked to this fundraising? If so please tell us the name of the page	

Thank you for fundraising to provide a volunteer training course. Once you have submitted this form you will be given a project code to help us keep your fundraising separate. You can then use this form on an ongoing basis to keep track of your fundraising and the finance team will also be able to provide you with a six monthly balance.

We suggest you aim to reach your fundraising target within 2 years and we will chat to you after 1 year to see how the fundraising is going. If you do not manage to meet your fundraising target, we will have a conversation with you about how else the money you have raised can be used by BfN to ensure it is still used in a way that is appropriate to the purpose it was initially donated for.

When you reach your fundraising target we will offer the support you need to get your training course set up. Within the training course budget there are amounts to pay the tutor, produce the learning materials and pay for accreditation, insurance and registration for volunteers etc. There is also a 20% management cost which will be taken out of the money you raise, which enables BfN to provide the finance, HR and admin support necessary for you to run your course. You will need to think about any costs relating to tutor travel or venue/crèche hire.

Please complete the table below whenever you have large fundraising events to show how this money was raised. Also indicate the method with which the funds are to be transferred (e.g. Just Giving, direct bank transfer, cheque).

Fundraising event	Project code	Amount	Pay-in method
		£	
		£	
		£	
		£	
		£	
		£	
		£	
		£	
		£	
		£	
		£	

Please return this form, along with any cheques, to Breastfeeding Network, PO Box 11126, Paisley, PA2 8YB or send an electronic copy to [finance@breastfeedingnetwork.org.uk](mailto:finance@breastfeedingnetwork.org.uk)



### Appendix 3 Fundraising Allocation form

Name		
Contact email		
BfN Volunteer?	Yes / No (Please circle) If yes what is your membership number	
Project name and code (if applicable)		
Local area (if not linked to a BfN project)		Office use only – New project code allocated? Y / N Code –
Is this fundraising linked to a specific local activity/plan? (please give details)		
Have you set up a JustGiving page linked to this fundraising? If so please tell us the name of the page		

Thank you for fundraising for the Breastfeeding Network. Please complete the table below to show how this money was raised, and indicate how you would like the donated money to be allocated to the Breastfeeding Network. Also indicate the method with which the funds are to be transferred (e.g. Just Giving, direct bank transfer, cheque).

Fundraising event	Project code	Amount	Pay-in method
		£	
		£	
		£	

I would like to donate the full amount to the Breastfeeding Network to help support parents and families across the UK

OR

I would like to donate 20% of the total to the Breastfeeding Network and 80% to the projects above

Please return this form, along with any cheques, to Breastfeeding Network, PO Box 11126, Paisley, PA2 8YB or send an electronic copy to [finance@breastfeedingnetwork.org.uk](mailto:finance@breastfeedingnetwork.org.uk)