



Dance Network Association (DNA) is a dance charity that enables people to live more connected, joyful and aspirational lives through dance. Having built inclusive dance communities across Greater Essex and outer London Boroughs over the past 9 years, DNA has provided access to excellent quality dance for people of all ages and abilities in a wide range of settings. We bring together 30,000 people each year and aim to increase our participants' physical and mental health and wellbeing by supporting joy and connection through dancing.

This ethical fundraising policy covers a three-year period from 2023-2026 and will be reviewed and revised annually by the Board. The policy will be communicated to our team verbally and in our regular team update emails. When working with new partners, we will also share our ethical fundraising policy with them. The CEO will report on this policy at each board meeting for trustees.

Context

DNA actively seeks opportunities to work together with external organisations and individuals to achieve shared objectives. However, it is vital that DNA maintains its independence and does not allow any external partnerships to bring the name of DNA into disrepute.

Dance Network Association therefore accepts financial support from, and partnership working with, companies and individuals on the following conditions:

- there are strong grounds for believing that it will result in a benefit to DNA's beneficiaries
- the Chief Executive and Trustees are satisfied that no adverse publicity will result from accepting such support
- there is no attempt on the part of the company or individual to influence DNA's policy or actions either explicitly or implicitly
- that initiatives do not compromise the independent status of DNA

Cause-Related Marketing, Affinity Marketing and Product/Service Endorsement

DNA does not endorse or approve the products or services of any company. A statement to this effect will be included alongside any branding or promotion associated with products. Only DNA will have direct access to its database and beneficiaries. To ensure that all of DNA's cause-related promotion reflects DNA's values, any potential initiative must come to the Chief Executive and relevant governance committee for approval.

Avoidance Criteria

DNA will not accept any funding from companies directly involved in activities that run contrary to its overall charitable objectives / vision / aims. It will not accept financial support or partnerships with companies involved with any of the following activities:

- animal testing
- genetic engineering
- human rights abuses
- intensive farming
- manufacture of environmentally hazardous products or chemicals
- military contracts
- mining; nuclear power
- third world debt; third world marketing
- the manufacture of tobacco
- water pollution

Acceptance Criteria

When deciding whether to accept any donation, the Chief Executive and Trustees have a duty to demonstrate to the Charity Commission that they have acted in the best interest of the charity, and that association with any donor does not compromise DNA's ethical position, harm its reputation or put future funding at risk. DNA complies with all relevant legislation, including money laundering rules, the Bribery Act and Charity Commission guidance, including terrorism and political activity.

DNA would therefore not accept any of the following where the donation:

- was known to be associated with criminal sources and/or illegal activity
- would help further a donor's personal objectives, which conflict with those of DNA
- would lead to a possible decline in support for DNA, and so risk a fall in the resources available to fund its work or damage its longer-term fundraising prospects
- would otherwise impact adversely on DNA's reputation
- accepting a donation from any source is inconsistent with Government policy

Purchasing

DNA will not knowingly purchase goods and/or services produced and delivered under conditions which involve any form of abuse or exploitation of third parties.

Evidence (not exhaustive) of such abuse and exploitation includes:

- the use of child labour
- failure to pay employees a living wage
- working hours are excessive
- evidence of any form of inhuman, unreasonable or discriminatory treatment of employees

DNA expects suppliers to accept responsibility for labour and environmental conditions under which products are made and services are provided and to make written statement of intent regarding the company's policy.

Further Points

DNA recognises that, in accepting funding from statutory bodies, it must consider the policy implications and obligations that might be tied to it and ensure that these do not contravene the aims of DNA.

DNA can seek to raise funds from a series of charitable Trusts and Foundations, but recognises that, simply because these have been registered with the Charity Commission does not mean that they are ethical givers. DNA therefore does not accept money from any charitable Trust if it is a requirement of grant receipt to advertise any company or organisation whose activities run contrary to DNA's aims.

DNA will maintain accountability and open and honest relationships with all its partners, by regularly monitoring and evaluating its work. This statement of policy is meant as a working guide for DNA. Any final decisions will be governed by the Board of Trustees. It is the duty of the Board to advise of any potential conflicts of interest with regards to funding or partnerships, and for the Board to always act in the best interests of DNA.

Signed off by the board: 30 September 2024

To be reviewed: September 2025