



GUIDELINES FOR FUNDRAISING INVOLVING VULNERABLE PEOPLE

INTRODUCTION

These guidelines demonstrate the Lyric Hammersmith Theatre's (Lyric) commitment to reasonable care and fair treatment of vulnerable adult supporters during any fundraising campaign or activity.

WHY THESE GUIDELINES ARE IMPORTANT

- It is important to have a vulnerable adult policy to ensure that all Lyric fundraising is conducted in a fair and responsible way.
- It is inevitable that we will come into contact with people who are vulnerable and not able to make informed decisions about their giving. This can happen either through our own communications or through communications from other agencies who work on our behalf.
- These guidelines will also detail what the Lyric considers to be indications of vulnerable adults to help fundraising staff recognise 'vulnerability' and respond to it in a way that is best for the supporter.

WHO THIS GUIDE APPLIES TO

- Any individual fundraising for or on behalf of the Lyric
- If any issues are raised, please contact the Director of Development at the Lyric who will assist, resolve or manage any concerns.

OUR PRINCIPLES AND AIMS

- The Lyric follows the principles of the Fundraising Regulator's Code of Fundraising Practice, including that we will take all reasonable steps to treat a donor fairly, enabling them to make an informed decision about any donation.
- We believe that everyone should have the opportunity to donate if they are willing and able to do so, and that denying people the chance to give based on appearance, age or behaviour may be considered discriminatory.
- The Lyric is compassionate towards its supporters and endeavours to support those who are vulnerable in the community.
- The Lyric aims to communicate with supporters in the way in which they are most comfortable. We will enquire as to how donors wish to be contacted, which may include by telephone, post, email or in person.
- Every donor is an individual with a unique background, experiences and circumstances – and every interaction between a fundraiser and donor is unique. The Lyric does not identify vulnerable adults based on disability or age or any other social indicator, it deals with each donor on a case-by-case scenario.
- The Lyric seeks to ensure that a supporter is equipped with the appropriate information in order to make an informed decision about donations. It recognises that in some circumstances it may be necessary to adapt the way in which it communicates

with the donor. The need to adapt the way in which the Lyric communicates with a donor does not necessarily indicate vulnerability.

- If the Lyric becomes aware that it has unknowingly accepted donations from an individual during a time that they were experiencing vulnerable circumstances, it will endeavour to return all donations accepted during this period.
- Should the Lyric receive information regarding a supporter's vulnerability from a third party, it will not act on any request to alter the supporter's preferences unless the third party can provide evidence that they have the authority to act on behalf of the supporter.
- It is important that each fundraiser, when interacting with a donor, considers all interactions to determine whether or not they should be considered a vulnerable adult.

INDICATORS OF VULNERABILITY

By 'vulnerable' we mean those adults who do not have the ability, either temporarily or permanently, to make an informed decision about donating money to the Lyric. There are a number of factors which can contribute to vulnerability. These may include bereavement, illiteracy, illness, disability or other impairment.

It is not feasible to provide a comprehensive set of factors or characteristics which would enable fundraisers to always identify an individual who is in vulnerable circumstances. However, Lyric fundraisers must always use their best judgement when they have grounds to believe that a donor is vulnerable before making a final decision. The following examples may help identify vulnerable supporters:

- a) Requesting the fundraiser to repeat statements several times or to speak more slowly
- b) Evidence of being confused (e.g. replying 'yes' to a question that requires a more detailed answer, talking about irrelevant topics or facts)
- c) Repeating themselves
- d) Becoming upset during an interaction
- e) Taking a long time to answer the phone and sounding out of breath
- f) Explaining that a relative/friend deals with their finances/personal matters
- g) Explaining that there is a language barrier and they don't understand
- h) Saying that they have no knowledge of the Lyric or any donation they have given
- i) Asking who the caller is several times
- j) Talking about personal issues and asking for advice
- k) Explicitly stating that they are or feel vulnerable
- l) Evidence of being under the influence of alcohol or drugs
- m) Letters we receive from supporters where their thoughts and wishes are not clear or consistent

WHAT WE DO IF WE SUSPECT A SUPPORTER IS VULNERABLE

- Where the Lyric has reason to believe that the donor may be experiencing vulnerable circumstances, we will not accept donations at that time. The fundraiser may consider suggesting the adult supporter discuss their donation with family and friends, or provide them with further time to consider their donation.
- If, after the donation is taken, the Lyric receives evidence that the person lacked the capacity to make a decision to donate, we will return the donation which will be seen as invalid.

- Where an adult supporter is found to be lacking capacity, the Lyric will indicate on Spektrix (CRM Database) not to contact that individual in the future.
- The Lyric will comply with the Fundraising Regulator's guidance and the Code of Fundraising Practice.

Review

This policy was approved by the Lyric's Board of Trustees on 20 January 2022 and takes effect from that date.

In the event of any significant change to legislation, this policy will be subject to immediate review. In the absence of such a change, the policy will next be reviewed every two years.