

	POLICY	Document Number: BWPo10
	Fundraising Policy	Version number: 3 Updated: April -2026 Next Review Date: April -2028

v.	Latest Amendment Details	Authorised by
3	Updates to avoidance criteria, areas of potential concern and job titles.	Commercial Advisory Group

1. Purpose of the Policy

The Youth Sport Trust (YST) is a registered charity, and we rely on income from fundraising to deliver our charitable objectives. YST is committed to ensuring that by undertaking fundraising activities we uphold any legal, statutory, and regulatory requirements, and maintain our reputation and adherence to our organisational values. This Policy sets out how fundraising at YST will be managed to ensure that we maintain these standards, and provide reassurance and transparency to our donors, funders, supporters, and partners.

We are registered with the Fundraising Regulator and are committed to complying with the Fundraising Regulator’s ‘Code of Fundraising Practice’ and ‘The Fundraising Promise’, along with all applicable guidance from The Charity Commission.

This Policy will be reviewed every two years or more frequently as legislation, guidance from official bodies or industry best practise changes.

2. Types of Funding

YST obtains funds through different sources including, but not exclusively limited to:

- Contracts with funders for delivery of specific pieces of work (usually obtained as a result of a tender process);
- Trusts and Foundations;
- Grants;
- Corporate and business partnerships;
- Sponsorships;
- Commercial events and activities;
- Individual fundraisers and donors; and
- Legacies.

3. Funding Requirements

YST will only accept funds if they meet the following requirements:

- a) Charitable purpose: the funds must be able to be used to support the furtherance of our charity’s objects*.
- b) Financial benefit: there are strong grounds for believing that the funds provide good value for the resource required to: secure the funds; provide the agreed level of support; and deliver any associated requirements.
- c) Integrity: the company, organisation, partnership, or activity will not bring YST into disrepute, or damage our reputation, or integrity.
- d) Influence: there is no attempt on the part of the partner, donor, funder, company, or organisation to compromise our independent status or unduly influence our mission, either explicitly or implicitly. All fundraising must be compliant with the requirements of YST’s Anti-Bribery Policy and Anti-Fraud Policy.
- e) Legality: partnerships, activities, and the wider business activities of partner companies or organisations must be, as far as we can ascertain, wholly legal under applicable law.

- f) Codes of Practice: acceptance of donations, partnerships and activities must comply with the Fundraising Regulator's Code of Fundraising Practice and the Fundraising Promise.
- g) Standards: the partnership, company or organisation and activity must meet any appropriate and associated national or international standards and abide by all applicable legislation and regulatory requirements.

* Where this is not the case, and subject to meeting all other requirements, a decision may be taken to accept the funds through our wholly-owned trading subsidiary, Youth Sport Trust Enterprises Ltd (YSTe), whose profits are donated to YST on an annual basis.

4. Ethical Funding Principles

We are committed to acting ethically and with integrity internally, and in our business relationships. We expect the same high standards from the organisations we partner with.

In addition to the funding requirements above, all fundraising will be undertaken in accordance with our Ethical Funding Principles, as set out below, to ensure that all funding received is consistent with our organisational values: courage, responsibility, integrity, inclusion, collaboration, and trust.

YST retains the right to decline funding from any funder, which YST in its sole discretion considers inappropriate. We will ensure that any contractual arrangements permit the YST to withdraw from any partnership, should any aspect of our Ethical Funding Principles become breached.

Principle 1: Avoidance Criteria

We will avoid all partnerships or funders directly involved in any of the following:

- Tobacco manufacturers, inc. E-Cigarettes;
- Alcohol;
- Commercial gambling;
- Lending outside the UK Banking system;
- Pornography sale;
- Child exploitation and human rights violation;
- Weapons systems manufacture;
- Partners or donors with a poor reputation for equal opportunities and diversity.

Principle 2: Areas of Potential Concern

Those that need consideration on a case-by-case basis before agreeing a partnership or donation:

- Confectionary;
- High caffeine or high sugar soft drinks (e.g. those liable for the UK's Soft Drinks Industry Levy)
- 'Fast Food'/Soft Drinks;
- Pharmaceutical;
- Gaming/E-Sports and Social Media Companies;
- Oil and Gas Producers.

Principle 3: Affinity Marketing and Product Endorsement

We may work with partners to licence the YST brand or allow use of our brand on product packaging, where a contribution from the sale of the products is donated to the charity.

In all cases, we will stipulate that the YST brand must not be used in a manner that would express or imply the charity's endorsement or recommendation of the product, company, organisation or its policies.

YST will not endorse or approve products or companies, and a statement to this effect will be included alongside any branding or promotion associated with products. YST will not promote any products unless published research has shown direct benefit to its beneficiaries.

5. Approval of Funds

All funds will be channelled through the YST Commercial and Fundraising team to ensure they are documented and handled in line with this Policy.

Funds will only be accepted if appropriate authority for approval has been secured.

The threshold levels for approval of funds are as follows:

- Up to £25,000: Head of Department (or National Development Manager)
- Between £25,001 - £100,000: Director (member of Senior Leadership Team)
- Between £100,001 - £500,000: Chief Financial and Operations Officer
- Between £500,001 - £2,000,000: Chief Financial and Operations Officer and CEO
- Above £2,000,000: CEO and Chair

6. The Role of Trustees

Final responsibility for actions under this Policy and our Fundraising Strategy rest with the YST Board. All Trustees are responsible for ensuring that they act in 'the best interests of the charity' and must not be influenced by personal moral perspectives or judgements or derive any personal benefit from funding received by the charity. Trustees will declare a conflict of interest where any exists.

7. Transparency

A copy of this policy will be displayed on our website and given to any third parties who undertake any fundraising on our behalf.

A full list of funding partners will be available on our corporate website.

8. Data Protection

YST will administer all fundraising in line with our Data Protection Policy. Funders will never be given direct access to mailing lists or data held by YST, unless we have obtained the express permission of the data subject.

All funders have a right to request access to their data and may obtain this by contacting a member of YST's Fundraising Team or via privacy@youthsporttrust.org. YST acknowledges the donor's right to privacy and will uphold the values of the Fundraising Regulator's Fundraising Promise.

9. Gift Aid

We will seek to maximise all donations by claiming gift aid from HMRC wherever practical and possible. Donors will be asked to complete a gift aid declaration, which will be filed. Claims will be made to HMRC in line with the requirements of current legislation.

10. Use of Agencies & Third Parties

On occasion, we may work with third parties, sponsorship agencies, consultants and partners on our fundraising. Where such parties are engaged, they must also adhere to this policy. The use of their services will be communicated to prospective donors and the value of their use must be assessed to ensure that significant return on investment is obtained.

11. Fundraising Complaints

Should any funder or donor wish to make a complaint about our fundraising, then they may do so as set out in our [complaints process](#).