Ethical fundraising practices
This sets out the way in which Trash Hero will carry out fundraising as an organisation:

- All requests for funds will be truthful:
  - they will accurately describe our work
  - they will accurately describe the intended uses and destinations of the donation (if applicable)
  - they will not encourage unrealistic expectations of what the gift will achieve

- Donations will be used to support our published mission and in line with the purpose for which they are solicited

- Spending on fundraising and administration will be kept as low as is cost-effective

- Our accounting and accountability will comply with the highest legal, accounting and ethical standards and be fully transparent
  - We will regularly report on our financial activities
  - We will make clear the percentage of income spent on raising funds
  - We will make clear the percentage of income spent on administration

- All personal data will be held securely and in compliance with prevailing Data Protection legislation and donors' privacy will be respected and safeguarded at all times.

- Lists of donors will never be shared or sold

- Donors’ requests to remain anonymous externally will be respected as far as is legally, practically and ethically possible

- Fundraisers will cease solicitation of a prospective donor immediately on request

- Fundraisers will disclose any conflicts of interest that may arise

- We will never pay any fundraiser a finder’s fee or commission-based fee