



SCOTLAND  
THE BIG PICTURE  
rewriting nature's story

## **ETHICAL FUNDRAISING POLICY**

### **Introduction to SCOTLAND: The Big Picture (SBP)**

- SBP's vision is of a vast network of rewilded land and water across Scotland where wildlife flourishes and people thrive.
- SBP's aim is to support and enable the transformational recovery of nature across Scotland.

### **Rationale for fundraising**

To help maintain the resources necessary to allow SBP to deliver its aim, SBP accepts the financial, in-kind and/or strategic support of partners. Partners include charitable funders, corporate organisations and individuals.

The purpose of this policy is to ensure clarity and openness to our partners and wider supporters.

### **SBP accepts support on the following conditions:**

- There are strong grounds for believing that the partnership will benefit SBP's aim.
- SBP is satisfied that no adverse publicity will result from accepting support.
- There is no attempt on the part of the partner to influence SBP's policy or actions.
- SBP is under no obligation to endorse the products or services of any partner.
- Partners are committed to reducing the environmental impact of their operations and will have an environmental policy which is actively applied.

When deciding whether to work with a potential partner, SBP will ensure it has acted in the best interest of the charity, and that the association does not compromise SBP's ethical position, harm its reputation, or put future funding at risk.



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**Agreed at the Meeting of the Board of Trustees on:** 10 March 2021

**Signed by Chair, Board of Trustees:**

Dr Ron Neville

**Date:** 10 March 2021