

# ETHICS OF FUNDRAISING



Ethical fundraising is about raising money in a way that is lawful, respectful, and aligned with a charity's values and purpose. It places the needs and rights of donors, beneficiaries, and the wider public at the centre of fundraising practice.

Fundraising ethics help protect public trust and ensure charities act responsibly, particularly when engaging with vulnerable people or managing sensitive situations. Ethical fundraising is not just about following rules, but about exercising good judgement, transparency, and accountability in decision-making.

Strong ethical standards support long-term sustainability. Charities that demonstrate integrity and fairness are more likely to attract and retain supporters, staff, and volunteers. Ethics should underpin all fundraising activity and be embedded in policies, culture, and governance.

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If you want to learn more about how Good Fundraising could help, please contact [info@gfco.uk](mailto:info@gfco.uk)