

Vulnerable Donor Policy

Are you concerned about a loved one receiving mail?
Are they confused with the donations that they have made or want to make? There are a number of steps we can put in place to help.



Vulnerable donors may include those with mental or physical disabilities, the elderly or the very young. An elderly or ill donor is not automatically vulnerable, but if a donor is exhibiting signs of confusion around NYO or their donations (already made or intended) then we may consider them vulnerable.

Identifying vulnerable donors is, however, sometimes very subjective:

'We do not believe that it would be right to have an approach which advocates treating some groups of individuals differently based on a personal characteristic (such as disability or age) as this could lead to discriminatory practice; everyone should have the opportunity to donate if they want to do so. However, there are times when donations should not be taken or where a donor needs additional care and support to make an informed decision.' The Institute of Fundraising

This policy sets out what we do if we detect that someone may be vulnerable:

- **We will** ensure individuals who donate are always given clear information and opportunities to change how, when, and if they want to hear from us in the future.
- **We will** check an individual's preferences as to whether they would like to be contacted again in the future.
- **We may** delay our acceptance of a gift: offering the donor a 'cooling off' period by taking down their donation details and offering to re-contact them after a set period.
- **We may** suggest that the donor discuss their intentions with trusted family or friends (and leaving the individual to contact NYO at their own convenience/comfort)
- **We may** contact the [Fundraising Regulator](#) for advice

Will I stay on the database?

Any individual who rings or writes to NYO, on behalf of themselves or a person in their family or care, will be immediately re-assured that we will unsubscribe them (/their parent/relative/individual they care for) from all future communications from the orchestra. This extends to deceased individuals as well. We will keep details on our database but fully suppressed. That means that you or your loved one will automatically be screened out of any future mailings.

All addresses and contact details are legally and lawfully obtained and if the individual is concerned about receiving further unwanted solicitations from other organisations, NYO will provide them with full contact details of the original list holder that they were subscribed to. As a further step the donor may wish to register with the Fundraising preference service. This means that if a charity mails someone who is suppressed then the Fundraising Regulator will take up the case. <https://www.fundraisingregulator.org.uk/complaints/fundraising-preference-service>

If we receive a donation from a donor who has been previously suppressed on our database by themselves or a carer this will immediately be referred to the Development Director. The Director may get in touch with the carer or the donor directly to discuss their intention. It is important, therefore, that carers are willing to leave their contact details with us in case this situation arises.

Getting in touch

If you feel concerned about a relative or loved one and their giving please do not hesitate to get in touch. We will happily talk you through measures we can take to ensure that vulnerable donors enjoy a relationship with NYO that is right for them.

Nicolette Shaw, Development Director NYO

n.shaw@nyo.org.uk

020 7189 1800