

## The Goodwill Revolution: Fundraising Marketing Policy

### Our Commitment

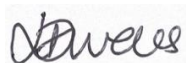
The Goodwill Revolution is committed to producing fundraising materials and marketing that are truthful, respectful, and transparent. We understand that our communications are a direct reflection of our values and are essential for building and maintaining the trust of our supporters. This policy ensures that all our communications comply with the Fundraising Code of Practice and reflect our commitment to ethical fundraising.

#### 10.2.1: Fundraising Marketing Materials

All marketing materials, whether digital or physical, must adhere to the following principles:

1. **Accuracy and Honesty:** All fundraising claims, stories, and images must be accurate and truthful. We will not use misleading information or make false claims about our impact. Any statistics or data used must be verifiable.
2. **Clarity and Purpose:** All communications must clearly state the purpose for which funds are being raised. Donors should have a clear understanding of how their contribution will be used to further our mission.
3. **Respect and Dignity:** We will always treat beneficiaries with respect and dignity. Our materials will not exploit the vulnerability of individuals or present a demeaning or sensationalised portrayal of their situation. We will obtain explicit and informed consent before using any personal stories, images, or testimonials. Otherwise, these are completed on an anonymous basis.
4. **Financial Transparency:** We will be transparent about the use of donated funds. Our materials will clearly state if funds are being raised for a specific project or for the general work of the organisation. If a third-party fundraiser is involved, this must be clearly disclosed.
5. **Data Protection:** All marketing will be conducted in a way that respects the privacy and data protection rights of individuals. We will only contact supporters in ways they have consented to and will make it easy for them to opt out of future communications.

Signed:



Louise Wells

Director

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Stourbridge  
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DY9 7JB

The Goodwill Revolution CIC  
Company number: 15778524



Date: 15<sup>th</sup> August 2025

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