



### Our Approach

Rosa welcomes new and experienced donors and we seek to build relationships in the spirit of inclusion, collaboration and transparency.

Here we outline how Rosa will manage the ethical issues and social responsibility associated with growing fundraising and how we will build partnerships in the pursuit of our mission and in line with [fundraising best practice](#).

We are sharing our approach so that donors can understand how we reach our decisions and the key principles we use to assess any issues that may arise once we are in a partnership.

### Our Principles for Accepting Donations

Rosa exists to ensure the UK women and girls sector is well-funded. We are keen to work with donors who are committed to changing the status quo on gender equality, to funding the work of women and girls' organisations and expanding the ecosystem of donors. We therefore welcome donors who wish to commit their resources to this mission.

In line with our values and our charitable objectives, Rosa accepts donations which are legal, supportive of our mission and our reputation.

Our reputation is based on us being a 'champion of women and girls'. In accepting donations, we ask:

- For organisations: does this organisation demonstrate a genuine commitment to gender equality within its own culture and in the wider world?
- For individuals: is this a person whose words and actions demonstrate they understand the impact of systemic sexism on women's and girls' life chances, health and safety?

These questions provide us with a framework for **assessing that donations are genuinely in line with our mission**. In some cases, this will mean we have to make decisions about whether or not to accept donations.

If you want to make a donation that is more than £5,000, or you are seeking a long-term partnership with us starting with a smaller gift, we will

- Ask you why you want to give to Rosa, and

- Seek to evidence from the public domain that your gift is in line with our key principles.

**We are committed to transparency** and we will share with you how and why we make our decisions about your donation.

Equally, we must also be clear and accountable about where funds have come from to our grantees and our stakeholders, so potential applicants can choose whether they want to apply to that fund, or not.

This means that we **cannot receive donations from donors who wish to remain anonymous to Rosa**. The exception to this would be donations via respected third-party intermediaries and giving platforms whose due diligence standards match our own. We understand that donors may be happy to reveal their identity to Rosa, but not want to be named publicly. We respect this, providing we have been able to conduct due diligence.

### **Our Obligation when Refusing a Donation**

In the unusual case where we refuse a donation, we abide by the [Charity Commission Guidance](#). This means we must be able to demonstrate that Rosa has acted in accordance with its objectives and/or statutory requirements, and that any harm resulting from the acceptance of the donation outweighs the benefits.

We define harm to Rosa as follows:

- The acceptance of a donation having the potential to interfere with Rosa's charitable aims, statutory obligations, and ability to fulfil its mission.
- The acceptance of a donation having the potential to lead to undue third-party influence or the impression of such on the corporate decisions of Rosa.
- The acceptance of a donation potentially leading to reputational harm through negative media or social media campaigns, or relevant professional criticism from the charity and/or women's and girls' sector and/or other partners, grantees, or stakeholders.
- The acceptance of a donation with significant potential to damage relations with other donors.

### Gift Acceptance policy key principles

The following areas will be evaluated in the risk assessment ahead of the receipt of a donation.

**Financial Probity:** Is the potential donor likely to be in breach of any laws or regulations, whether fiscal or other, which would make the acceptance of such a donation by Rosa illegal? Is there any suspicion of money laundering?

**Women's and Girls' Rights:** Is the potential donor's business causing direct or indirect damage or negative impact on women's rights and freedoms? For example, is this donor involved in producing pornography, or restricting women's sexual and reproductive health (anti-abortion).

**Environmental Credentials:** Is the potential donor's business model causing unreasonable exploitation of the environment? For example, the arms trade (with its additional economic and human impact) or extractives industries.

**Human Rights:** Is the potential donor's employment model likely to be in breach of international norms for employees or cause harm to communities? For example, the apparel industry and child labour or involvement in human trafficking and modern slavery. Does this potential donor actively support with words and actions Equity, Diversity and Inclusion policies and anti-discrimination against any and all protected groups (as defined by UK law)?

**Health and Community:** Is the potential donor's main business the production of and/or sale of tobacco and nicotine, alcohol, illegal drugs and narcotics, some aspects of gambling (this does not include National and international public lottery activities with a significant public profile and record of philanthropy as a result of profits generated), some aspects of pharmaceuticals.

### Donations via giving platforms

We reserve the right to treat donations to any giving platform in Rosa's name slightly differently and in line with Charity Commission guidelines.

### Acceptance Criteria

In line with our values, our grantees' expectations and the capacity and resources available for due diligence research, **Rosa will not accept donations in the following circumstances:**

- The donor has been proven to be associated with criminal enterprise and/or illegal activity.

- The donor wishes to remain anonymous to Rosa or is introduced by a third-party intermediary whose due diligence standards do not match our own.
- The company or individual has been proven to participate in activities which could cause detriment to the charity's reputation and could disproportionately decrease the amount of donations to further the work of the charity.
- Rosa has reason to believe that the donor is a vulnerable individual who does not have capacity to make financial decisions.

As a matter of principle, **Rosa will not accept donations from organisations or individuals who are involved in any of the following activities.**

- *Pornography*
- *Producers of Controversial Weapons*
- *Violators of the UN Global Compact*
- *Thermal coal and tar sands operations*
- *We will also refuse donations from organisations/individuals with links to countries under financial sanctions related to the Anti Money Laundering (AML) regulations (March 2022)*

Organisations or individuals who generate a significant amount of their turnover or wealth from the following activities require due diligence, from information in the public domain, to determine their alignment with our values and ethical principles.

- *Pharmaceutical companies*
- *Extractives companies*
- *Tobacco producers*
- *Alcohol producers*
- *Gambling companies (this does not include national and internationally operated public lotteries who have significant, high-profile philanthropic programmes)*  
*Fast fashion companies (this means the production of apparel that uses exploitative labour practices and damages the environment with over consumption, excess waste and damaging global carbon emissions)*



## Rosa Gift Acceptance Policy

For more information and to speak with a member of the Fundraising team, please email [fundraising@rosauk.org](mailto:fundraising@rosauk.org)

**POLICY TO BE REVIEWED MAY 2026.**