



# Youth Music's Code of Fundraising Practice

## VOLUNTEER FUNDRAISING: A SUMMARY

Volunteer fundraising is so important to Youth Music, and it's a great way to raise awareness of and donations for our work. Volunteer fundraising involves people freely giving their time to help a charity raise money, whether that's directly collecting money, organising or hosting an event (online or physical) or getting other organisations involved in supporting a charity. Youth Music must follow several rules to ensure we are doing the right thing when it comes to fundraising. It's important we share some guidance with you.

## THE TWO TYPES OF VOLUNTEERS: 'ON BEHALF OF' AND 'IN AID OF'

### We'll keep this simple.

**'On behalf of'** volunteers are volunteers who have permission from Youth Music to fundraise. This means that we know you are fundraising for us and where possible, we will help you by providing resources.

**'In aid of'** volunteers do not have permission from Youth Music to fundraise and are acting on their own initiative. Often, we won't know about this volunteer activity until we receive the money that has been raised.

It's not always clear whether a volunteer is acting 'on behalf of' or 'in aid of', but the more we know about the fundraising activity, particularly if we've asked you to take part in an activity, the more likely it is that you will be acting 'on behalf' of Youth Music. If you would like clarity on which category you fall into, please do not hesitate to contact us.

A volunteer is someone who, without payment or other material benefit, raises money or gets involved in a fundraising activity for a charity. The reimbursement of a volunteer's expenses is *not* a material benefit.

If an Ambassador or celebrity supports Youth Music with no payment or material benefit, they are still a volunteer. However, on a case-by-case basis, we will occasionally pay an Ambassador or celebrity for their fundraising activity. In this instance, they are not a volunteer - all requests will be thoroughly considered and deemed reasonable before we reach agreement.

## CODE OF FUNDRAISING PRACTICE

The [Code of Fundraising Practice](#) sets out the legal requirements and standards expected of fundraising organisations when working with volunteers, for both 'on behalf of' or 'in aid of' volunteers. We are registered with the [Fundraising Regulator](#) and adhere to the Code of



Fundraising Practice. We work hard to ensure that fundraisers, volunteers and third parties working with us to raise funds comply with the Code.

## ACCESS TO YOUTH MUSIC'S SOCIAL MEDIA ACCOUNTS

From time-to-time, a volunteer will be granted access to Youth Music's official social media pages to host their fundraising activity, such as a live stream on Instagram. Volunteers will be given access to the Youth Music social media account before their fundraising activity. Volunteers must not share any passwords with any third party, including friends and family. Passwords will be changed by Youth Music after the fundraising activity has ended. Volunteers must meet the minimum age requirements for the Youth Music social media account that they are using, and if under the age of 18, a consent form must be signed by a parent or guardian.

Our official social media accounts are:

Twitter: <https://twitter.com/youthmusic>

Instagram: [https://www.instagram.com/youthmusic\\_charity/](https://www.instagram.com/youthmusic_charity/)

Facebook: <https://www.facebook.com/youthmusiccharity/>

TikTok: <https://www.tiktok.com/@youthmusic>

YouTube: <https://www.youtube.com/youthmusicUK>

## HARASSMENT POLICY

Youth Music is dedicated to providing harassment-free experiences for everyone, regardless of age, disability, ethnicity, gender, gender identity and expression, religion, sexual orientation, and people who are neuro-divergent. You can read our Diversity, Equality and Inclusion statement here: <https://www.youthmusic.org.uk/equality-diversity-and-inclusion-statement>

We will not tolerate harassment of anyone during any fundraising activity that has been organised between yourself and Youth Music. Harassment includes offensive verbal comments related to gender, gender identity and expression, age, sexual orientation, disability, physical appearance, body size, race, ethnicity, religion, technology choices, sexual images in public spaces, deliberate intimidation, stalking, following, harassing photography or recording, sustained disruption of talks or other events, inappropriate physical contact, and unwelcome sexual attention.

Volunteers asked to stop any harassing behaviour are expected to comply immediately. If a volunteer continues to engage in harassing behaviour, we may take any action we deem appropriate.

If you are speaking on Youth Music's behalf/representing Youth Music, you are not to use any offensive or inappropriate language, images, activities or other material. Sexual



language and imagery are not appropriate for any Youth Music fundraising activity, including talks, gigs (physical/online/live streams), social media and video and online chat platforms (webinars/Q&As).

If you experience any harassment or would like to discuss any concerns at any time, please let us know.

### STORING YOUR CONTACT INFORMATION

We need your consent to keep your contact information on file in line with GDPR regulations. If you do not consent to this, please contact our Chief Operating Officer, Angela Linton.

By post: Youth Music, Studios 3-5 Swan Court, 9 Tanner Street, London SE1 3LE

By email: [data@youthmusic.org.uk](mailto:data@youthmusic.org.uk)

By phone: 020 7902 1095

Our full Privacy Notice can be found here: <https://www.youthmusic.org.uk/privacy-notice>

### ANY QUESTIONS?

We want to be honest and transparent. If there's anything you do not understand or would like further clarification on, please do not hesitate to contact our fundraising team via [fundraising@youthmusic.org.uk](mailto:fundraising@youthmusic.org.uk) or refer to our Fundraising Promise on our website <https://www.youthmusic.org.uk/youth-musics-fundraising-promise>