



ETHICAL FUNDRAISING POLICY

1. UNIQUE COMMUNITY VISION, MISSION, VALUES, APPROACH, ACTIVITIES & ANNUAL THEMES

Unique community is dedicated to nurturing creativity, promoting social inclusion and making daring new art.

VISION

Everyone deserves a safe space in which they can explore, create and thrive.

MISSION

INSPIRE - We inspire positive change in our community's mental health and wellbeing. We turn their struggles into confidence through the arts. Our community is built on sharing, learning and growing from each other's lived experience.

CONNECT - We tackle isolation amongst marginalised groups by developing peer-to-peer connection. We invite them to grow our community and create lifelong friendships.

EXPLORE - We explore emotive and challenging subject matter through the arts. We maintain a safe space for our community to be bold; finding their voice, building resilience and developing daring new art.

EMPOWER - We empower our community to co-design all of our projects. This develops tangible skills, to support them in navigating personal and global challenges.

VALUES

SAFE - Anyone can access our projects without risk of physical or emotional harm.

CALM - Everyone feels included in sessions without physical or emotional distress.

PREPARED - All projects are carefully planned with the participating group in mind.

FUN - Every participant enjoys our sessions and the opportunity to celebrate themselves.

APPROACH

Most people who find their way to Unique Community come from marginalised backgrounds, often having experienced significant trauma or social isolation. We shape our welcoming community around their unique needs. The personal stories and experiences of each person are entwined within every aspect of our programs, inspiring creative sessions that centre their perspectives. We invest in this approach through creating a safe, calm and prepared environment. An Arts Therapist/Wellbeing Officer supports every single one of our sessions. We celebrate each individual as they are and encourage our community to celebrate each other. No one is left behind. Our inclusive culture fosters creative



exploration. In our small space, our community is empowered to tackle big things and better face the world beyond our walls. We encourage critical thinking through an empathetic lens. Critical thinking involves seeking, analysing, and evaluating multiple perspectives on a complex question or issue, being able to “see” through someone else’s eyes is essential. Our staff and members hold themselves and each other accountable. Our Ask and Our Conditions (detailed below) give them the vocabulary to do this.

ACTIVITIES

BRENT YOUTH THEATRE - Inclusive arts activities for children & young people split across three disciplines; performing, music and backstage craft.

COMMUNITY - Inclusive arts activities to support people from traditionally marginalised backgrounds in the local community and beyond including a young ambassadors project and The Stork Project, weekly arts sessions for refugees and asylum seekers.

SCHOOLS - Inclusive arts activities & teacher training to support children & young people’s development at schools including Drama Clubs and DYCE, an extensive in school program to develop empathy & critical thinking skills.

ANNUAL THEMES

Every year the leaders of the organisation collaborate with participants and the wider community of Harrow & Brent to find a theme for the year’s season of work that encapsulates what matters most to people at that moment in time. These themes become the overarching catalyst for the creative process across all projects in the organisation. This is a key part of our delivery plan and ensures that we are collaborating with local people and making the events they are invited to relevant to them. We take great delight in healthy debate and the challenging of ideas in a safe, calm and constructive way. We want every project to pave the way for developing deeper critical thinking and empathy.

2. INTRODUCTION & OUR PRINCIPLES

This policy focuses on our aim to be a responsible and ethical organisation, communicating in a way that is honest, decent and truthful, and mindful of our responsibilities to our community, the arts and the environment.

Unique Community gratefully receives support from a wide variety of sources.

In this document we refer to:

- + ‘Donors’ refers to philanthropic sources, including individual donors, companies and groups;
- + ‘Sponsors’ refers to our more commercial associations and transactional relationships with companies;



- + 'Grant giving bodies' both statutory (Arts Council England) and non statutory (private trusts and foundations);
- + 'Partners' refers to cultural partners such venues, organisations, festivals and networks.

We consider these core principles when assessing our relationships with new funding partners and individuals:

- + The relationship must align with or aspire to the vision and values of Unique Community;
- + It should positively reinforce the integrity or reputation of Unique Community;
- + It should encourage the artistic freedom of our work or of the communities we represent.

3. COMMITMENT TO STAFF & ARTISTS

We are committed to the staff, artists and communities we work with and support creative autonomy in their practice. staff, artists and communities we work with are informed of our Ethical Fundraising Policy and we work with them to address any concerns that they or we have about particular funders.

If we cannot reach an agreement, Unique Community holds the right to withdraw from the project. If staff, artists and communities pursue independent projects outside of their work with Unique Community we have the right to request further information about the partners in order to ascertain whether this is likely to contravene this ethical policy and have a negative impact on Unique Community Charity.

4. COMMITMENT TO GRANT GIVING BODIES, DONORS, SPONSORS & PARTNERS

Funding is essential in helping us to continue our work and partnerships are very important to us. We actively develop relationships with external organisations and individuals in order to achieve shared objectives, including those that support the environment and human rights.

We encourage relationships with organisations that actively operate for the positive benefit of people, animals and the environment in a fair and transparent way. Our fundraising income and expenditure will be monitored and reported in the published audited accounts and available on the Charity Commission website. Unique Community is committed to developing a positive relationship with donors. This policy applies to donations and grants above £1,000. We will protect their personal details in line with Unique Community's Data Protection Policy



5. HOW WE MAKE DECISIONS

We follow an internal written ethical fundraising process that can be made available on request.

We will decline a funding offer under certain circumstances, if:

- + The donor's stated aims and values are opposed to those of Unique Community's stated values and principles;
- + Receipt of the funding may have a negative effect on our reputation and/or lead to a decline in support of the organisation by those whose views it values;
- + The donor expects Unique Community to deliver promotion and marketing that are unachievable and/or their requests reduce access for our audiences.

6. FEEDBACK

We welcome comments. Please email info@uniquecommunity.org