

Acceptance of Donations Policy

YoungMinds have a single purpose: to stop young people's mental health reaching crisis point. We know that the earlier young people can access the right help, the more likely it is that they can avoid these crises. But we can't do this on our own, so the donations and support we receive to help us achieve this purpose are welcomed.

The support we give is built on the trust we establish with young people and those adults they turn to. This means before we accept or use donations we need to ensure they are given legally, with a genuine intention to support the mental health of young people, and do not present an unacceptable risk to the wellbeing of our beneficiaries or the reputation of the charity.

So we carry out appropriate checks for donations from individuals and organisations, based on our values, guiding insights from our Youth Panel, Charity Commission & legal guidance, and best practise guidance from the Chartered Institute of Fundraising

We're not afraid to speak up for what's right. We know what needs to change because young people tell us. If they raise their voices, so do we.

This means that however long we've worked together, or however large your support for YoungMinds, we will always speak up if you have practices or behaviours that risk young people's mental health. But that doesn't mean we can't work together to address this.

There are also some individuals and organisations we will never partner with because it impacts our ability to speak up independently: this includes pharmaceutical companies that produce mental health medication and/or products and services marketed to improve mental health from which you are making a financial return.

We're optimistic. Things get tough, but we never forget to celebrate progress and never stop looking for practical ways to make things better.

We believe people and organisations can play a positive and meaningful role in supporting mental health. This means that whilst you may have done things in the past that don't match the values and ethos of YoungMinds, if you now show a genuine commitment to improve young people's mental health, we are happy to work with you as an individual or organisation to achieve this.

But to make sure we have the impact we want to have, we need to earn and maintain the trust of young people. This isn't a one off, we know we need to constantly show that young people can rely and believe in the information and advice we give. So we have a responsibility to protect the reputation of the charity, and if associating with a supporter might risk that reputation then we will refuse that donation.

Kindness is our strength. Everything we do, we do with love, care and compassion.

This means that we take our responsibility to look after supporters very seriously. Our safeguarding approach and training around vulnerability applies to our supporters as well as the young people we help, and we make sure we are not taking advantage of vulnerability when accepting donations and gifts. It also means that if we believe your way of raising money might put you at risk, we'll ask you not to do it.

We celebrate what makes you, you! Whoever you are, we welcome you and we always encourage you to be true to yourself.

We know there are many different reasons and ways of supporting YoungMinds, and we are always grateful for the help you offer. Whether it's running a marathon, livestream gaming, corporate partnerships, or offering a percentage of your sales; however you want to do it – all we ask is that it be given with the genuine intention of supporting young people's mental health, not for personal/organisational gain.

We will always try and celebrate your fundraising, and we are always looking for better ways to show how grateful we are. But there may be times when however much we love your idea, we aren't able to provide all the support you want. But we will try, and are always happy to talk this through with you.

Turning away donations

Gifts that do not meet our values or the checks we do will be refused. Trustees have the responsibility for the finances of the charity, and for this policy on accepting donations. However decisions around individual donations is made through a panel of at least two Directors, Senior Managers and/or Managers and is done after review against this policy.

If we say no to your gift, we'll always explain why.