

Glossary

Term	Definition
Beneficiary	A person or organisation who will or may be helped by the charitable institution.
Benefit	Something given to a donor (or someone connected to them) in return for their donation. If the value of the benefit exceeds certain limits, the donation will not qualify for Gift Aid. See HMRC for more information .
Benevolent body	In Scotland, any organisation, whether or not it is a charity, which has been set up for charitable, benevolent or philanthropic purposes.
Benevolent fundraiser	A person fundraising for, or on behalf of, a benevolent body or connected company.
Benevolent fundraising	Asking for money or promises of money for the benefit of benevolent or connected companies, or for charitable, benevolent or philanthropic purposes.
Benevolent organisation	A voluntary organisation established for philanthropic or benevolent purposes which is not charitable in law but is charitable in nature. These organisations act for the public benefit and their assets must be distributed (during the life of the organisation and when it is wound up) for the purposes for which it was set up.
Certificate of authority	A certificate that shows that a fundraiser is legitimately volunteering or working for a particular charitable institution. In some cases a collector will need to carry a certificate of authority issued by the Stationery Office as a condition of getting a licence.
Challenge events	Fundraising events that raise money through sponsorship of a person or group of people to take part in a specific activity, for example, completing a marathon, climbing a mountain etc.
Charitable institution	An organisation established for purposes which may not be strictly charitable in law, but which are philanthropic or benevolent. This includes charities (registered or exempt), voluntary organisations, and Community Interest Companies.
Charitable purpose	A purpose which is considered charitable under the relevant laws of England and Wales, Scotland, or Northern Ireland.
Charity	A body which is recognised as a charity under the relevant laws of England and Wales, Scotland, or Northern Ireland.
Charity cheques and vouchers	Charity cheque and voucher accounts allow donors to make donations as a lump sum or regular amounts into an account which can then be used to make donations to charitable institutions.

	The donor is given a book of vouchers or a 'chequebook' to donate this money to their preferred charitable institution. The agency managing the account will claim and add Gift Aid to the donation. On receiving the voucher or cheque, the institution contacts the agency to arrange for the donation to be transferred.
Charity short codes	Short-number text message sequences in the 70000 to 70999 range which providers and charities use to make the donation facility distinguishable from other short-code services.
Cold-calling	Making an uninvited visit or phone call where the person or charitable institution calling or visiting has no previous relationship with the person they are contacting.
Collecting box	A box or other container for cash donations.
Collection	A collection of money or other property: <ul style="list-style-type: none"> • In public • On private land • Door-to-door
Collectors	A person or organisation collecting donations door-to-door, as part of a street collection or on private land.
Commercial participator	An individual or business which promotes their goods or services on the basis they will make contributions to one or more charitable institutions. This is a legal definition set out in s58 Charities Act 1992 and s79 of the Charities and Trustee Investment (Scotland) Act 2005. Professional fundraisers and connected companies are not commercial participators. Some "in aid of" volunteers may be commercial participators.
Conflict of interest	A conflict of interest can occur when the decisions of an individual working for or in partnerships with a charity could be impaired or influenced by other responsibilities, commitments, or relationships.
Connected company	A company, such as a trading subsidiary, owned or controlled by one or more charitable institutions.
Consent	The Information Commissioner's Office defines consent to process personal data as: 'any freely given, specific, informed and unambiguous indication of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her'. The person must show they agree to you using their data with a clear, positive action (for example by ticking an opt-in box).
Consent statement	A statement where an organisation explains how they plan to use someone's personal data before that person agrees to their data being processed.

Cookies	The Information Commissioner’s Office defines cookies as: “a small text file that is downloaded onto ‘terminal equipment’ (eg a computer or smartphone) when the user accesses a website. It allows the website to recognise that user’s device and store some information about the user’s preferences or past actions.”
Corporate partner	A commercial organisation which provides money, skills, or other resources to a charitable institution. If a corporate partner conducts fundraising activity, they may fall within the definition of a “third party fundraiser” and/or a “fundraising partner”.
Crowdfunding	Raising money for a charitable, philanthropic or benevolent purpose in a way that is not directly linked to a charitable institution’s bank account. The money may be passed on to a charitable institution, or may be used for a personal cause, such as helping a friend or relative with medical expenses.
Direct marketing	Fundraising requests and advertising sent to a particular person. Examples include emails, letters, and leaflets.
Donation	A gift of money or other property that is voluntarily given and accepted without expecting or receiving something in return. If a person receives a benefit in return for a gift, the gift may not be eligible for some tax reliefs but may still be covered by the code as fundraising.
Donor	A person who gives a donation to a charitable institution.
Door-to-door fundraising	Collecting money or other property for charitable, philanthropic, or benevolent purposes by going door-to-door at residential or business properties.
Due diligence	Checks made by a charitable institution to assess the risk of reputational or financial damage from accepting a donation or working with a specific organisation or individual.
Enclosures	Items or materials included inside direct marketing sent by post. Examples include: <ul style="list-style-type: none"> • Thank-you gifts. • Incentives to donate. • Information about the work of the institution.
Executor	A person or organisation legally responsible for carrying out the wishes a testator has set out in their will.
Exemption order	In England and Wales, an order which allows organisations to carry out door-to-door collections without an individual licences from a licensing authority. In Scotland, these also apply to street collections.
Exempt charity	A charity that is charitable under English law but is not required to register with the Charity Commission.
Free draw	A competition which is either completely free to enter or has a free method of entry.

	For the second type of free draw, the system for allocating prizes must not distinguish between free and paid entries.
Fulfilment house	An organisation that collects and/or processes donations on behalf of a charitable institution.
Fundraiser	An individual who asks for money or other property for a charitable institution or for charitable, benevolent or philanthropic purposes. Fundraisers may be “on-behalf-of volunteers”, employed by a charitable institution itself or employed by a fundraising partner (or its subcontractor). An “in-aid-of volunteer” is not a fundraiser for the purposes of the code.
Fundraising	Asking for money or other property for charitable, benevolent or philanthropic purposes.
Fundraising communications	Communications that encourage people to donate, contribute to, or participate in fundraising activity. This includes, but is not limited to, <ul style="list-style-type: none"> • Advertising; • Marketing communications; • Information on online fundraising pages; • Information provided during face-to-face and remote conversations (such as phone calls) with potential donors; • Information provided to potential participants in challenge events.
Fundraising partner	Organisations or people who have a formal agreement with a charitable institution to fundraise on its behalf. They may be “professional fundraisers” or “commercial participators”. The term “fundraising partner” includes subcontractors of fundraising partners and people employed by a fundraising partner (or a subcontractor).
Fundraising Preference Service	A service run by the Fundraising Regulator which allows people to request specific charities stop contacting them with direct marketing.
Gift Aid	A scheme administered by HM Revenue & Customs (HMRC) which allows registered charities to reclaim tax on eligible donations by UK taxpayers.
governing body	The body responsible for ensuring a charitable institution is run effectively and meets the purposes set out in its governing document. Names for governing bodies include, board, management committee, council, trustees, and governors.
grant-making body	An organisation that provides funding (known as a grant) to another organisation to carry out particular charitable, philanthropic or benevolent purposes agreed between both organisations.
in-aid-of volunteer	A volunteer who has not been asked or directed to fundraise by the charitable institution they are collecting donations for.

	More information is provided in the Fundraising Regulator's Guidance on Volunteers .
legacy	A gift left to a charitable institution by a person in their will.
legitimate interest	One of the six lawful bases for processing personal data as set out by the Information Commissioner's Office.
licensing authority	The body with the legal power to issue licences for door-to-door and street collections.
lottery	<p>A type of gambling where:</p> <ul style="list-style-type: none"> • People pay to enter; • One or more prize is awarded; and • Prizes are awarded by chance. <p>Raffles, tombolas, and sweepstakes are types of lotteries.</p>
Mailing Preference Service (MPS)	A service which allows people to request they do not receive unsolicited direct marketing to their postal address.
model regulations	<p><i>England and Wales only</i></p> <p>Regulations which apply to street collections for money and which are set out in the Charitable Collections (Transitional Provisions) Order 1974. Many, but not all, licensing authorities have adopted the model regulations.</p> <p>It is generally accepted that the model regulations do not apply to street collections for direct-debit sign-ups.</p>
monitoring	Checks made by a charitable institution to ensure their fundraising partners are behaving responsibly and in line with the terms of their agreements.
on-behalf-of volunteer	<p>A volunteer who has been asked or directed to collect donations for a charitable institution.</p> <p>More information is provided in the Fundraising Regulator's Guidance on Volunteers.</p>
online fundraising platform	<p>Websites and applications which allow charitable institutions, people and businesses to crowdfund for charitable, philanthropic, or benevolent purposes.</p> <p>Many online fundraising platforms also allow people to raise funds for personal causes, but this activity is not covered by the code.</p>
online content	Information other than advertising from charitable institutions about their fundraising activity that appears in online spaces they control e.g. websites, social media accounts etc
opt in	Where a person gives consent by showing, through a clear positive action (for example, by ticking an unticked box), that they want a particular organisation or group of organisations to contact them.
opt out	Where a person asks not to receive communications from a particular organisation or group of organisations (either to

	stop receiving any communications or just those sent by a specific communication method).
payroll giving	A way of giving money through the Pay As You Earn (PAYE) system from someone's wages or pension to charity without paying tax on it. Payroll giving is sometimes called 'give as you earn' or 'workplace giving'.
payroll-giving agency	A charity recognised by HMRC for the purpose of handling payroll giving.
personal data	Information or data which can be used to directly or indirectly identify a living person. The Information Commissioner's Office provides more detail on personal data .
premium-rate text message	A text message which results in an additional charge on the senders' phone bill.
prize competition	A competition which requires a level of knowledge or judgement or displays an element of skill that will prevent a significant proportion of people from entering and/or winning a prize.
private land	Land which is privately owned. This may include land which the public have access to, such as shopping centres.
private site	A site on private land for which there is an agreement with the property owner or manager for fundraising to take place. Where an agreement is in place, it usually applies to commercially owned land which the public have access to, such as shopping centres.
proceeds	All money and all other property given in response to an appeal.
processing (personal data)	Any action you take with someone's personal data. This includes organising, restructuring, and updating. Simply holding someone's data counts as processing even if you don't do anything else with it.
professional fundraiser	A person carrying on a fundraising business or (with some exclusions) any other person who solicits money or other property for the benefit of a charitable institution for reward. This is a legal definition set out in s58 Charities Act 1992 and s79 of the Charities and Trustee Investment (Scotland) Act 2005 . Commercial participators and connected companies will not be professional fundraisers.
promoter	<i>In relation to a public charitable collection, means:</i> <ul style="list-style-type: none"> • a person who (whether alone or with others and whether they are paid or not) organises or controls the way the collection is run; or • if the above bullet doesn't apply, any person who acts as a collector in the collection.

public charitable collection	A collection for charitable, philanthropic or benevolent purposes carried out on the street, in a public place or door-to-door.
public place	<p><i>England and Wales</i> Any highway or any other place which at the time of the fundraising the public are allowed access to, and which is not in a building (other than public areas in stations, airports, shopping precincts or similar). It does not include any place which the public can only access with a ticket or after paying an entrance fee, or as a result of permission being given for the fundraising.</p> <p><i>Scotland</i> Any place (whether a main road or route or not) which the public have unrestricted access to. It includes the doorways or entrances of premises next to the public place and any shared passageway, close, court, stairs, garden or yard relevant to any tenement or group of separately owned houses.</p> <p><i>Northern Ireland</i> Any street, road or highway and any place which, at the time of the fundraising, all or some members of the public have access to. This can be because they have a public right to be there, because they have paid an entrance fee or because they have been given permission (direct or otherwise).</p>
QR Code	A “Quick Response Code” – an image which can be scanned by a mobile device to direct users to a specific website or application. This may be used to bring potential donors straight to a donation site or a page containing more information about a charitable institution.
reasonable adjustments	Reasonable adjustments are explained in the Equality Act 2010 or such other applicable legislation. Reasonable adjustments might include changing the layout or format of information to make it more accessible, or making sure an event is accessible to people with disabilities.
registered charity	An organisation registered with: <ul style="list-style-type: none"> • The Charity Commission for England and Wales; • The Scottish Charity Regulator; or • The Charity Commission for Northern Ireland.
relevant authority	The person or entity to which a charitable institution or a third-party fundraiser needs to apply for permission or a licence to fundraise. In the case of fundraising on public land, this will be the relevant licensing authority. In the case of fundraising on private land, it will usually be the site owner or manager.
roundup	A fundraising approach where businesses allow customers to choose to round up their bill or payment, for example to

	the nearest £1 or £10, and donate this additional payment to a charitable institution.
Secondary purpose	An explanation of how funds donated for a specific purpose will be used if the original purpose cannot be achieved, or the target donation amount is not reached or is exceeded. Examples include putting the funds towards another similar piece of work, or towards the general work of the charitable institution.
solicitation statement	Statements that professional fundraisers and commercial participators (and those employed by them) are required by law to make when fundraising for a charitable institution. Trustees, officers and staff of charitable institutions must also make solicitation statements where they are fundraising on behalf of their institution and being paid above a certain level.
SORP	Statement of Recommended Practice, which sets out how charities should prepare their annual accounts and report on their finances. For more details, see www.charitySORP.org
static collection	A collection using collecting boxes which stay in one place – either on the floor or on counters in places such as shops, pubs, hotels, hospitals and reception areas.
street	<i>England and Wales, and Northern Ireland</i> Includes any highway and any public bridge, road, lane, footpath, square, court, alley or passageway, whether this is a main road or route or not. <i>Scotland</i> Has the same meaning as ‘public place (Scotland)’.
street collections	Collections of money or other property made on a street for charitable, philanthropic or benevolent purposes.
tap-to-donate	A method of making electronic donations of a specific amount to a charitable institution using contactless payment tools. This could be on the institutions’ own premises (such as in a museum or stately home) or at a remote location.
Telephone Preference Service (TPS)	A service which allows people and businesses to request they do not receive unsolicited live sales and marketing calls. This includes unsolicited fundraising calls.
testator	Someone who makes a will.
third-party fundraiser	Organisations or people that a charitable institution has authorised to fundraise on its behalf. They may be on-behalf-of volunteers, professional fundraisers, commercial participators or corporate partners.
unstaffed collection	Methods of donating money or other property which do not need a fundraiser to be present.
unsubscribe	To cancel a subscription to a service or communication.

virtual events	Fundraising events which take place in part or wholly in an online environment. Examples include video quizzes and live-streamed gaming marathons.
volunteer	An individual who, without payment or other significant benefit (not including expenses), raises money or is involved in a fundraising activity for a charitable institution. See “in aid of volunteer” and “on behalf of volunteer”.
vulnerable circumstances	A state in which a person is especially susceptible to harm due to their personal circumstances. It is a state which can vary from day-to-day, which may affect the person’s behaviour or decisions and needs a flexible response.