NYB
National Youth Ballet

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Ethical Fundraising Policy

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Ethical Fundraising: Background to our Policy

As an organisation working with children and young people and committed to providing opportunities to those from all backgrounds, we believe that we should not accept gifts from industries or organisations that conflict with our mission and values and / or are explicitly engaged in harmful practices.

Donations from individuals, companies and foundations are vital to the success of our charity. It is therefore important to follow a transparent decision-making process in accepting donations, to assess any potential risks that donation may have to our reputation, project planning, staff or financial position.

We are a registered charity (1000932) and we adhere to the Fundraising Regulator's Code of Fundraising Practice.

Our Supporter Promise is a separate commitment that outlines what donors can expect from NYB. It can be found on our website.

Our Policy

We will consider each donation or engagement with a potential funder through due diligence research into the organisation and its key representatives, or the individual donor. At a minimum, the Fundraising Manager will undertake this initial research based on available background information and any publicity in the public domain, either on receipt of a gift or prior to approaching a donor. Any potential conflicts will be raised with the

Chief Executive who will decide whether to raise and settle any issues with the Board prior to engagement / gift acceptance.

To the best of our knowledge, we will not accept gifts from organisations that operate in the following sectors:

1. Arms manufacturing or sales
2. Tobacco manufacturing
3. Pornography
4. Intentional use of exploitative child labour or forced labour

In addition, we will give particular consideration to gifts that are offered from organisations operating in the following sectors, which we may accept:

5. Alcohol
6. Gambling

We will also review individual donors, foundations and potential donations that are implicated in the above industries, as far as possible.

We will not accept donations from any sources that are known to be associated with criminal activities.

We will give particular consideration to donors who we know have links to historical injustices (such as slavery) or poor environmental practices, especially where an organisation or individual wishes to enter into a partnership where their name or brand will be associated with NYB or NYB's activities; we will make every effort to allocate such gifts appropriately (e.g to highlight relevant issues) where we decide to accept funding.

We will never accept a gift that we have reason to believe has not been freely given by the donor, or where any coercion, or unreasonable or aggressive marketing tactics have been used to encourage the donor to make the gift.

We will not enter into any partnership that has an unacceptable risk of low return-on-investment in relation to NYB's time, energy, and resources.

This policy was written in March 2023 and updated in May 2025 Adopted by and on behalf of National Youth Ballet.

NYB Values	
Diverse	We make ballet accessible to young people from all backgrounds and levels of experience.
Ambitious	We present bold new works and push the boundaries of performance and production.
Nurturing	We prioritise the wellbeing and creativity of every dancer, building kind communities where they can be their authentic selves.
Challenging	We reframe how ballet is created, taught, and experienced, inspiring a more accessible art form.
Ethical	We seize every opportunity to champion fairness, equity and the environment to make a positive impact.