



Dame Kelly Holmes Trust is committed to making decisions that are both in line with our charitable aims and objectives and in the best interests of the young people we work with and for.

Our goal is to improve the well-being of 10,000 young people across the UK, who are facing adversity and challenges by 2032. With our transformational programmes, led by world-class athlete mentors, we aim to level the playing field and stack the odds in their favour. Our partners and the generous support of donors, fundraisers and volunteers enable us to meet our charitable objectives.

Our Ethical Fundraising Policy ensures we do not compromise our values when raising funds. It governs the acceptance of funds by Dame Kelly Holmes Trust where, in doing so, this could be unlawful; or be contrary to our charitable objectives; or have a detrimental impact on our beneficiaries, or the Trust.

Potential detrimental impacts to the charity include reputational damage that may lead to a loss of support both in the short and long term. Along with implementing this policy, the Trust has a robust decision-making process for donations and partnership opportunities that are deemed a significant risk. Overall decision-making responsibility sits with our board of Trustees, who delegate day to day decision making to our Income Generation Committee, which comprises Trustees and members of the Senior Leadership Team.

How do we accept and refuse donations or partnerships?

Dame Kelly Holmes Trust has a number of ethical fundraising and reputational risk indicators, where we will assess the donation, partnership or funding opportunity. We review these on an individual basis to balance out the help we could give young people in accepting the funds against the risks of doing so. These risk indicators include, but are not limited to, association with illegal activity, activities which could have a negative impact on young people's chances to succeed and potential negative impacts to the reputation of the Trust. If a potential partnership or donation is deemed to be a significant risk, the board of Trustees will assess whether or not to pursue it.

Each year we review our existing partnerships against our ethical fundraising and reputational risk factors. If concerns are raised the Board of Trustees will assess whether it is appropriate to maintain the partnership.

Dame Kelly Holmes Trust reserves the right to refuse donations or terminate partnerships without reason being provided, where the activities or the individual or organisation conflict with our goal of transforming young lives.