Collective Gallery, City Observatory
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Ethical Fundraising Policy

As a charity, Collective fundraises to support its programmes and exhibitions, and for the care and management of its buildings and site.

This policy aims to establish a balance between the organisation's responsibility to generate income in order to progress Collective's work and charitable aims, and the management of risks inherent in fundraising from external sources.

We want to be transparent and open about our fundraising practices and decision-making processes, and this policy outlines the criteria and steps we will follow in assessing any proposed contributions from organisations and individuals. This policy supplements our obligations to fundraise within Scots Law and following the Fundraising Code of Practice.

In this way we hope to build a sustainable model for Collective that supports our mission and aims while taking into account our organisation's values.

Our Mission, Vision, and Values

Mission

Collective offers a supportive environment for artists at pivotal points in their career to test out new ideas, to produce ambitious and innovative projects, and to share their work with audiences.

Through exhibitions, commissions, performances, as well as programmes for families and community groups, we create meaningful opportunities for artists to develop, and for audiences to engage with creative practice.

Vision

Our vision is to be a new kind of observatory, inspiring new ideas and ways of thinking about and with our city and the wider world, through the diverse perspectives and practice of artists. We want our programmes to be accessible to all.

Values
We are

- Bold – Brave and experimental
- Collaborative – generous and sharing
- Inclusive – welcoming, listening, fair, and open to all
- Caring – for our society and environment

Responsibility
The Board of Trustees of Collective, under the stewardship of the Chair, will have the ultimate authority and responsibility for accepting or refusing donations. This authority will be delegated day-to-day to the Director with the support of the Development Manager.

Gift Acceptance Policy
Collective will seek to fundraise from organisations, individuals and trusts who wish to support our mission. The Board has a responsibility to accept donations unless a donation is likely to prevent us from fulfilling our charitable aims.

Funds will not be accepted if:

- The source of the funds is unlawful.
- Accepting the funds would be detrimental to Collective's charitable purposes.

Funds might not be accepted if:

- The funds come from an activity or organisation that runs counter to our charitable aims, organisational mission or ethics.
- Accepting the funds may lead to the loss of other donors or damage other stakeholder relationships.
- Accepting the funds would pose a risk to our reputation.
- Accepting the funds would threaten the independence of Collective.

Decision making process
All donations over £2500 should be assessed using Collective's due diligence form and risk assessment matrix. Results of due diligence and risk assessment should be recorded and stored with board papers and in Development records.

If due diligence and risk assessment show that the donation could present a risk (defined as a score of 6 or over on the risk assessment), the decision whether to proceed with the donation will be brought before Collective's board of trustees for discussion.

Due diligence
Collective has a responsibility to perform due diligence at a level that is appropriate for our size and expertise, and our ability to process and manage data. Due diligence will be conducted using the Due Diligence Checklist, and a copy of this will be recorded for any donations or sponsorships over £2500.

Collective recognises that some donors, including trusts and corporates, publish information on the source and dispersal of their funds, where others (e.g. individuals or community groups) may not have a mechanism or duty to make that information available. We will undertake research into the sources of donations in a way that is appropriate to the circumstances of the donor and the scale of the donation.

Appendix 1: Due Diligence and Risk Assessment form template
Approved May 2026.
Formatted in June 2026 in line with Collective Gallery's rebrand.