

Fundraising & Donations Policy

Version 1.0 | Last updated: 1 September 2026

Our promise to supporters

Support should always come with clarity. We will be honest about what we are raising money for, use support responsibly and communicate openly when plans change.

1. What this policy covers

This policy explains how SwimWise Scotland CIC seeks, receives, manages and communicates about financial and practical support. It applies to donations, crowdfunding, Easyfundraising income, grants, sponsorship, in-kind support and partnerships.

SwimWise is a Community Interest Company. Support helps us create inclusive opportunities for people to learn, progress and feel safer in water, while building the programmes, partnerships and local capability our community needs for the future.

2. Ways to support SwimWise

People and organisations may support SwimWise in different ways, including:

- our Crowdfunder campaign, [Swimming Access for Everyone](#);
- direct donations using a payment route or details published by SwimWise;
- Easyfundraising, where participating retailers may generate a donation when supporters shop through the platform;
- grants, funding opportunities and match funding;
- business, community and delivery partnerships; and
- gifts in kind, such as equipment, services, venue support, expertise or practical help.

3. How support will be used

We will use support in line with the purpose described on the relevant campaign, donation page, funding agreement or partnership arrangement. This may include helping us deliver inclusive swimming and water-safety activity, reduce barriers to participation, develop community provision, build local skills and capacity, and progress the long-term development of accessible swimming infrastructure.

Where a donation or grant is unrestricted, SwimWise may use it where it is most needed to further our community purpose. We will not use support for private benefit.

Where a supporter wishes to give for a particular purpose, this must be agreed with SwimWise in writing before the donation is made. We will not accept a restriction that we cannot reasonably deliver or administer.

4. Crowdfunder

Our live Crowdfunder campaign is called [Swimming Access for Everyone](#). The campaign page explains its current aim, target, funding model and any rewards or supporter options offered at that time. It is hosted and processed by Crowdfunder, whose terms and privacy information also apply.

Crowdfunder may deduct platform, payment-processing or other applicable fees before funds reach SwimWise. We will use money received through the campaign for the purpose described on the campaign page, subject to the approach in section 7 if circumstances change.

Unless an individual reward is expressly offered on the Crowdfunder page, a pledge is a voluntary donation and does not buy ownership, financial return, influence over SwimWise decisions or a service

in return. Where a reward is offered, the campaign page will describe it and we will make reasonable efforts to fulfil it.

5. Direct donations

Where SwimWise offers a direct donation route, the available payment method and any relevant payment provider will be shown at the point of donation. We do not store payment-card details ourselves.

Direct donations are voluntary gifts. Unless we have agreed something specific in writing, they do not give a donor ownership, financial return, preferential access to services or influence over SwimWise decisions.

6. Easyfundraising

Easyfundraising is a way to raise money for SwimWise while shopping with participating retailers. Retailers may pay a commission to Easyfundraising, which then passes an agreed proportion to SwimWise as a donation under Easyfundraising's own terms.

The amount and timing of an Easyfundraising donation are determined by the retailer and platform. A purchase may not track, may be adjusted or may not generate a donation, for example if a purchase is returned or does not meet a retailer's terms. Questions about an individual transaction should be raised with Easyfundraising in the first instance.

7. If plans, targets or costs change

We will set realistic fundraising aims, but costs, opportunities and local needs can change. Reaching a target does not guarantee that a particular project can proceed exactly as first described; equally, not reaching a target does not automatically mean support has no value.

If the original purpose of a campaign or restricted fund can no longer be delivered, we will consider the closest practical use that continues to support the stated community purpose. Where the change is material, we will communicate it through the relevant campaign or supporter update route. If a fund is formally restricted by an agreement, we will follow that agreement.

8. Partnerships, sponsorship and in-kind support

We welcome conversations with businesses, funders, community organisations and delivery partners. A partnership may involve money, goods, services, shared activity, promotion or expertise.

Any significant sponsorship, restricted funding or partnership arrangement will be agreed separately in writing. Support does not buy influence over safeguarding, teaching, swimmer grouping or progression, access to confidential information, governance or the way SwimWise makes professional decisions.

We will not accept support where the conditions conflict with our community purpose, legal duties, safeguarding responsibilities, equality commitments or the independence of our decision making.

9. Financial controls, records and reporting

We will keep appropriate records of income and expenditure, ensure money is received into SwimWise accounts or the relevant authorised platform, and manage funds through our normal financial controls. We will meet applicable legal, accounting and reporting requirements for a Community Interest Company.

We will use appropriate updates, campaign pages, annual reporting and supporter communications to show the progress of fundraising and the difference support is helping to make. We will not publish personal donor information without a lawful basis or permission.

10. Refunds, errors and concerns

If you think you have made a donation in error, please contact the payment platform first where the payment was made through Crowdfunder or Easyfundraising. Their cancellation and refund processes may apply before funds reach SwimWise.

For a direct donation, please contact hello@swimwise.scot as soon as possible. We will consider genuine mistakes, duplicate payments and other exceptional circumstances fairly, taking account of any platform or payment-provider costs and whether funds have already been used or committed. Donations are not generally refundable simply because a supporter changes their mind.

If you have a concern about how SwimWise has sought, received or used support, please use our Complaints Policy. If you are concerned about fraud or misuse, contact us promptly at hello@swimwise.scot. If there is an immediate risk of crime, contact Police Scotland on 101 or 999 in an emergency.

11. Privacy, fundraising communications and Gift Aid

The fundraising platforms we use process personal information under their own privacy information. SwimWise will handle any supporter information we receive in line with our Privacy Notice. We will only send fundraising or marketing communications where we have a valid basis to do so, and you can opt out of optional communications at any time.

Unless we specifically state otherwise at the point of donation, SwimWise does not claim Gift Aid on donations.

12. Review of policy

This policy will be reviewed at least annually, and sooner if there is a significant change in our fundraising activity, the platforms we use, applicable guidance or learning from a concern.

13. Contact

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