

Plantwise Policy on Principles and Ethics of Fundraising

CABI commits to raise funds for the Plantwise Programme in line with the following principles, which will be reviewed on a regular basis:

- **Truthfulness:** CABI will communicate truthfully with current and prospective donors about Plantwise, to ensure trust is built and that no donor is misled by inaccurate information
- **Transparency:** CABI will describe accurately the intended use of donors' funds, explaining how funds have been disbursed in accordance solely with the work of the Programme. We shall report clearly on this work, together with its associated costs and expenses
- **Privacy:** CABI will respect the rights of donors for privacy and the dignity and privacy of the end-beneficiaries of the donation
- **Efficiency:** CABI will minimise expenditure on administration and fundraising to the lowest cost-effective basis, and will comply fully with legal and accounting standards, independently auditing its costs, expenses and disbursements, and reporting annually to donors on its activities
- **Integrity:** CABI and its employees will disclose any actual or potential areas of conflict, to avoid any appearance of professional misconduct

Furthermore, CABI commits to

- Acknowledge receipt of the Donor's funds and, where permitted by the Donor, acknowledge the Donor on the Plantwise website and all appropriate publicity channels
- Respond promptly to all reasonable requests from donors regarding the Programme and the disbursement of the Donor's funds
- Publish and provide to donors annual reports on Programme activities, the audited statement of accounts, and the CABI Annual Review
- Cease solicitation of a prospective donor, where that donor so requests
- Act in an objective manner in reviewing the acceptability of receiving a prospective donation

CABI reserves the right to refuse a donation,

- Where the donation derives from a source at odds with the mission values of CABI and Plantwise
- Where the donation would risk the reputation of CABI and Plantwise, or unduly damage the relationship with other benefactors or partners
- Where the donation creates a conflict of interest

Decisions to refuse a donation will only be reached after prior consultation with CABI's Plantwise Programme Board, with escalation if and as required to CABI's Executive Management Team or, ultimately, the CABI Board. Specifically, CABI accepts a donation on the prior basis that the Donor understands that they will not seek to influence the objectivity of Plantwise and its local agents in the advice given to end-beneficiaries.



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