

Dunton Green Education in Full Foundation

COMMUNICATIONS POLICY

Dunton Green Education in Full (EiF) is a small local foundation managed by volunteer trustees. It aims to assist children at the local School and to involve the local community in supporting and raising funds for the charity. Any publicity will therefore targeted primarily at the people living or with an interest in Dunton Green.

Purpose

The purpose of this policy is to ensure a positive image of the organisation is portrayed and to raise local awareness of EiF. The policy sets out how the Trustees of EiF wish to communicate within the organisation and externally that is to be open, honest and flexible in communication with each other, the public, other organisations and their response to the media.

The principles of the policy are that:

- all communication is important and should be considered carefully
- there is respect for the person, people or audience being addressed and that there is transparent, open communication
- any communication promotes and maintains public trust and confidence in EiF
- any public communication from EiF is aimed at the promotion of the objects of the charity as set out in its Constitution
- communication encourages the financial support of EiF including Gift Aid
- communication promotes the opportunity to be a volunteer for EiF
- wherever possible and practical, communication is focussed within the community of Dunton Green.
- all communication is done within appropriate legal requirements.

Responsibility

- All trustees are responsible for good, positive communication within and outside EiF led by the Chair of the Trustee Board.
- Individual trustees will communicate with their colleagues in a clear, timely and respectful manner face to face, by phone or by electronic means.
- Trustees will ensure that any volunteers, other than the Board members, are also aware of their responsibility to communicate with others in a clear, timely and respectful way.
- Plans for the types of publicity material, articles and the website will be discussed and agreed by the Board of Trustees. At least one trustee will take responsibility for a particular

public communication which must be reviewed by at least one other trustee before publication

- Response to any media coverage about EiF, paper or digital, will be made by the Chair in consultation with at least one other trustee.
- One or more designated trustees will be responsible for maintaining and updating the EiF website.

Public communication

- The Board of Trustees will discuss at board meetings the need for and plans to promote EiF including allocating funds for this in the annual budget.
- The EiF website will be the regular ongoing point of information and news for the public
- All types of media will be considered for other promotion relative to the message to be given and the audience that the board wish to reach. Examples are EiF promotional material, local magazine, school email, links to local websites, local events, newspapers
- The Board have decided not to have a Facebook page or Twitter account. However, the Chair in consultation with at least one other trustee may respond or use local social media to mention of EiF ensuring a positive image.

Key Issues in Public Relations

1. All information about EiF should be accurate and up to date
2. It is particularly important for positive publicity that the EiF website is accurate, up to date and reviewed at least 6 monthly for its content and links
3. The Board of Trustees will foster good relationships with local organisations such as the School, PTA and Parish Council to build on their publicity and to be aware of activities and events in the community
4. Where case studies are used in publicity, these stories will be illustrative rather than exact in order to protect those that have received grants. The publicity will make it clear that the stories are for illustration rather than genuine.
5. Trustees and volunteers will be open with the public about how the Foundation operates and will be willing to explain if they are asked for more information, in particular the assessment process for how grants are made.
6. When relevant, attention should be drawn in publicity to:
 - the EiF Compliments and Complaints form
 - the Privacy Notice where personal data is requested
 - the opportunity to donate to EiF and add Gift Aid to donations using the Gift Aid form

noting that all these forms are available on the website

7. Publication of the Annual Report is an opportunity to share news and keep other organisations and supporters aware of Eif.

Last Reviewed August 2025