

Roma Fundraising (Part of Roma Publications Limited)

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### **Our Mission and Vision**

We believe that non-profit organisations should be able to focus on helping causes with minimal headaches. Our aspiration is to create a platform that serves those organisations as an all-in-one solution for marketing needs. We want to reshape the way that it is currently done and remove the 'tedious' part, whilst becoming a key to resolving marketing related problems for non-profit organisations.

### **Our Values**

#### **1. Quality**

Our promise of quality is reflected in our products that are produced to the highest standards, as well as our customer service. We are confident that our products and services will always exceed your expectations.

#### **2. Integrity**

We aim to cultivate our relationships with trust. This means that throughout our mutual journey our partners are treated with respect and sincerity. Our assurance is that we do not provide false information or misleading statements.

#### **3. Flexibility**

Every organisation is different and we understand that. We are a company run by people - thus our services are individually tailored from person to person. Our communication with everyone follows a personable nature, rather than applying repeat templates.

#### **4. Passion**

Every member of our team is passionate about their work and it is reflected throughout our products. We take pride in everything we do to ensure that all of our services are of the highest standards.

### **Trust and Credibility**

The success and sustainability of our business highly depends on the trust and confidence earned from all of our shareholders, including employees and customers. We are confident that our source of credibility comes from us adhering to our core values. Maintaining said values in Roma Fundraising's work-flow results in us achieving our results in an honest and respected manner.

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Roma Fundraising believe that an employee must always consider whether their promise is plausible and whether commitment could be sustainable throughout. We always aim to answer these questions honestly in order to build trust and credibility.

### **Quality Assurance**

We maintain the quality of what we do through constant ongoing reviews with our client; all of the aims, activities, outcomes and cost-effectiveness of every activity. All advertisements taken out by supporters are proofed and signed off to confirm their acceptance. All content is proofed to the charity for their approval.

### **Professional Conduct**

We conduct all of our activities professionally and with integrity. At all times when representing the charity we are polite, courteous and are very aware that we are representing the charity. We take great care to be completely objective in our judgement and in any recommendations that we give, so that issues are never influenced by anything other than the best and proper interests of our clients. Although contacting potential supporters and obtaining support benefits both the charity and Roma Fundraising, careful consideration is made at all times to ensure goal congruence for both parties

### **Confidentiality**

Following our credible and honest business approach we are committed to protect all of the commercial and personal information received in the course of providing the business services concerned. We extend the same standards to all of our customers, suppliers and associates, past and present. All information provided by supporters will remain confidential between Roma Fundraising and the charity we are representing.

### **Respect**

We always conduct our own services honestly and honourably, with the knowledge that we are working on behalf of the charity. We will not approach companies and business sectors that we believe are unsuitable or would be detrimental to the charity. We proof all adverts and advertisers back to the hospice prior to publication to ensure suitability and the final say for inclusion remains with the charity.

### **Upholding the Law**

Our actions and contacts will always conform to the relevant law, and we believe that our team must avoid causing any adverse effect on the charity that we are representing.

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Our commitment to honesty and integrity is additionally reflected in complying with laws, rules and regulations where we do business. We are responsible for preventing any violations of law and for speaking up if we see possible violations.

### **Conflict of Interest**

We will only approach businesses within the catchment area of the charity (where applicable). The charities will provide a reasonable list of regular supporters that our fundraising team will not contact.

Additionally, our employees must never abuse their position in Roma Fundraising and use property or confidential information for personal gains.

### **Contracts**

Our contract(s) will usually be in the form of a detailed proposal; including aims, activities, cost, time-frames and deliverables. The quality of our service and the value of our support provide the only true basis for continuity. We always try to meet our client's contractual requirements.

### **Equality and Discrimination**

At Roma Fundraising everyone should be comfortable to speak their mind and be treated with dignity and respect.

Both managers and employees hold the responsibility of creating an open and comfortable environment for everyone involved. This means that we do not tolerate any discrimination regarding gender, race, creed, colour, age or disability. Discrimination of any sort should be immediately reported to one of the managers.

### **Information and Resources**

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