

Campaign and Political Activity Procedures

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Status: Policy and procedures (UK charity law and Charity Commission guidance)

Document control

Version	Date	Author/Owner	Summary of changes
1.0	2026-02-15	Trustees / Charity Secretary	Initial policy issued.

1. Purpose

This policy sets out how Eyes on the Future (the Charity) undertakes campaigning and political activity in a way that:

- supports and advances the Charity's charitable purposes and mission;
- complies with UK charity law and Charity Commission guidance; and
- maintains the Charity's independence and non-party political status.

The Charity may campaign to influence public policy or decisions where this helps achieve its charitable purposes (for example, improving awareness, research pathways, patient support, diagnosis and access to appropriate care). The Charity must never support or oppose a political party, candidate, or elected office-holder.

2. Scope and definitions

2.1 Scope

This policy applies to all trustees, employees (if any), contractors, volunteers, ambassadors and anyone acting on behalf of the Charity. It covers all communications and activity including (without limitation) meetings, events, public statements, publications, social media, websites, newsletters, partnerships and fundraising activity.

2.2 Key definitions

Campaigning: activity intended to raise awareness or influence public attitudes about an issue relevant to the Charity's purposes (e.g., education, awareness-raising, calls for improved services).

Political activity: activity aimed at securing or opposing a change in law, policy or decisions of public bodies, where such change would further the Charity's purposes.

Party political activity: activity supporting or opposing a political party, candidate or elected office-holder in their capacity as a party representative. Party political activity is prohibited.

Election and referendum period: the period from the formal announcement of an election/referendum (or when it is reasonably expected) up to polling day. Additional controls apply during this period.

3. Principles

All campaigning and political activity carried out by or on behalf of the Charity must be:

Purpose-led: clearly linked to the Charity's charitable purposes and in the best interests of the Charity and its beneficiaries.

Evidence-led and accurate: based on reliable information; fair and not misleading.

Independent and non-party political: engaging across parties where appropriate and never endorsing or opposing any party or candidate.

Proportionate: appropriate in cost, time and risk, and not the Charity's sole or continuing activity.

Respectful: using appropriate language, avoiding personal attacks and maintaining the Charity's reputation.

4. Permitted and prohibited activity

4.1 Permitted activity (examples)

Raising awareness of issues relevant to the Charity's purpose and beneficiaries.

Providing evidence, expertise or lived-experience insight to policymakers, public bodies, regulators, NHS bodies, or Parliamentary/Assembly committees.

Responding to consultations and inquiries on relevant policy proposals.

Meeting MPs, peers, councillors or officials to brief them on issues relevant to the Charity's purposes (in a non-partisan way).

Working with other charities or organisations on shared issues, where safeguards in section 9 are followed.

Publishing research, reports, case studies and policy recommendations relating to the Charity's purposes.

4.2 Prohibited activity (always)

Supporting, endorsing or opposing any political party, political candidate, or elected office-holder.

Telling people how to vote, or encouraging voting for/against any party or candidate.

Using Charity resources (funds, staff/volunteer time, mailing lists, premises, branding) to assist a political party or candidate.

Allowing the Charity's name or logo to be used in a way that suggests party political support.

Making party political donations or providing other support in kind.

All activity must focus on issues, not parties or candidates.

5. Decision-making and approvals

5.1 Trustee responsibility

The trustees are collectively responsible for ensuring any campaigning or political activity is lawful, in the Charity's best interests, and aligned to the Charity's purposes. Trustees may delegate day-to-day implementation to a named lead (e.g., Chair, CEO, or policy lead), but remain accountable.

5.2 Campaign decision checklist (must be documented)

Before commencing any campaigning/political activity that could be perceived as political, the lead trustee (or delegated lead) must confirm and record that:

the activity has a clear link to the Charity's purposes and a defined intended benefit;

the proposed message is factual, fair, and supported by evidence;

the activity is non-party political and the Charity's independence is protected;

risks (including reputational, legal, safeguarding, data protection and operational) have been assessed and mitigated;

the costs/resources are proportionate and budgeted; and

there is an agreed plan for approvals, communications and record-keeping.

5.3 Approval levels

the following minimum approvals apply:

Low risk activity (routine awareness posts, factual signposting, responding to general consultations): approved by the delegated lead.

Medium/high risk activity (calls for policy change, media statements, campaigns with significant spend, work during election periods, coalition activity using the Charity's name/logo): approved by the Chair or a trustee committee, with escalation to full board where appropriate.

5.4 Records

Approvals must be recorded in a campaign log, including the decision checklist, the final wording/creative, dates, audiences, spend and any partner arrangements.

Trustee approval will be given either (a) at a properly convened trustees' meeting by majority decision with a quorate attendance, or (b) by unanimous written decision (including electronic agreement), and must be appropriately recorded and minuted in line with the Articles of Association.

Nothing in this policy limits members' powers under the Articles of Association, including the members' reserve power to direct the trustees by special resolution.

6. Elections and referendums

During election or referendum periods the Charity must take extra care to avoid any perception of party political support. The following additional rules apply:

All public-facing statements relating to policy, public services or government decisions must be reviewed and approved as medium/high risk under section 5.3.

The Charity will not publish content that can reasonably be seen as comparing parties/candidates in a way that promotes or opposes any of them.

If the Charity issues policy asks, they must be framed as issues-based requests addressed to all parties and candidates equally.

6.1 Candidate visits, photo opportunities and endorsements

The Charity must not provide endorsements (including quotes, videos, photos or social posts) that could be used in party political materials.

If a candidate or party requests a visit or meeting, the Charity should (where appropriate) offer the same opportunity to other relevant candidates/parties, and record the rationale and approach taken.

If a photo is taken, it must be used (if at all) in a neutral manner and not during the regulated part of a campaign where it could be repurposed as an endorsement.

6.2 Hustings and events

If the Charity hosts an event involving candidates or parties, it must be balanced and neutral, with clear rules for participation.

Questions must be relevant to the Charity's purposes and applied consistently.

6.3 Electoral law considerations

If an activity could reasonably be regarded as intended to influence voters (for example, targeted public campaigning close to polling day with material spend), the trustees/delegated lead must consider Electoral Commission guidance and any registration or reporting requirements.

7. Engagement with politicians and public bodies

The Charity may engage with elected representatives, political parties and public bodies to raise awareness and advocate for change relevant to its purposes. When doing so, the Charity will:

engage on an equal and fair basis where practical, and keep communications issue-focused; share factual briefing material and avoid personal criticism; and keep a written note of the engagement (who attended, purpose, key points and any follow-up).

8. Communications and social media

8.1 Core rules

All external messaging must be consistent with the Charity's mission and this policy.

Avoid partisan language and do not comment on party political controversies unrelated to the Charity's purposes.

Do not use the Charity's platforms to amplify party political materials or candidate/party campaign messages.

Use respectful language; avoid personal attacks on individuals.

8.2 Review and sign-off

Content that references legislation, government policy decisions, elected office-holders, political parties, elections or referendums must be treated as medium/high risk and approved under section 5.3.

8.3 Suggested disclaimer (where helpful)

When engaging on policy issues, the Charity may include a short disclaimer such as: "Eyes on the Future is independent and non-party political. We campaign only to further our charitable purposes."

9. Partnerships and coalitions

The Charity may work with other organisations where this supports its purposes. Before joining or supporting a coalition campaign, the delegated lead must ensure:

the partner organisation's aims and methods are compatible with the Charity's purposes and values;

the coalition activity is non-party political and will remain so;

there is clarity on shared messaging, approvals, spend and use of branding (ideally in writing); and

the Charity can withdraw if activity becomes inconsistent with this policy or poses unacceptable risk.

10. Personal political activity and conflicts of interest

Trustees, staff and volunteers may participate in political activity in a personal capacity. However:

They must not imply they are speaking on behalf of the Charity when expressing personal political views.

They must not use Charity resources, branding, email lists, or social media accounts for personal political activity.

Any relevant conflicts (e.g., a trustee standing for election, holding a party office, or working for a political party) must be declared and managed in line with the Charity's conflicts policy, including recusal from related decisions where appropriate.

10.1 Declaring political interests

Trustees must declare any political roles or candidacy, close personal links to candidates, or employment/consultancy for political parties or elected representatives as soon as they arise, and ensure they are recorded in the Charity's register of interests.

10.2 Managing conflicts (Articles of Association)

Where a trustee has a conflict (or a conflict could reasonably be perceived) in relation to a campaigning or political activity decision, the trustee must not participate in the relevant discussion or decision-making where required by the Articles of Association. The conflict and how it was managed (including any recusal) must be documented in the minutes and campaign log.

11. Monitoring, record-keeping and review

The trustees will monitor campaigning and political activity to ensure compliance with this policy. As a minimum:

A campaign log and supporting records will be kept (approvals, briefings, key communications, spend and outcomes).

Any incidents or near-misses will be reviewed to identify improvements.

12. Complaints and breaches

Any concerns that the Charity's activity may have breached this policy must be raised promptly with the Chair (or, if the Chair is conflicted, another trustee).

The Chair/trustee lead will assess the concern, agree any immediate actions (including correcting or withdrawing communications), and document the outcome.

Where appropriate, the trustees will seek professional advice (e.g., legal) or guidance from the Charity Commission or Electoral Commission.

Serious incidents will be handled in line with the Charity's serious incident reporting procedures (if applicable).

Appendix A: Campaign log (minimum fields)

Campaign/activity title and owner
Purpose and link to charitable purposes
Target audience and channels
Key messages and supporting evidence
Risk assessment and mitigations
Approval route and dates
Partners/coalitions and agreements
Budget/spend and funding source
Outputs/outcomes and evaluation
Election-period considerations (if applicable)

Appendix B: Quick do/don't guide

DO focus on issues relevant to the Charity's purposes and use accurate evidence.

DO engage with policymakers across parties where helpful.

DO keep records of decisions and approvals.

DON'T endorse or oppose a party, candidate, or tell people how to vote.

DON'T allow the Charity's name/logo to be used in party political materials.

DON'T publish campaign content during elections without heightened review and approval.

