

Policy ref	MADM 009
Version	4
Issue Date	May 2025
Review date	May 2026



ETHICS POLICY

Vision and Ethos

“Aiding those who are homeless, in addiction, crisis, socially isolated, or disadvantaged. Together, we empower our community and transform lives!”

Everyone should be able to live in freedom and be treated with dignity, respect, and love, regardless of circumstance.

Guided by our Christian faith, MADM seeks to bring hope, restoration, and lasting transformation to those facing poverty, homelessness, addiction, isolation, disadvantage, or crisis.

We believe that through faith in Jesus and hope for the future, every person can discover their God-given potential and lead positive, fulfilling lives. Our work reflects God’s kingdom values — compassion, justice, integrity, and love — as we provide practical and emotional support, empower individuals to rebuild their lives, and strengthen the communities in which they live.

This ethos influences every aspect of how the charity operates — from how we treat those we serve to how we steward our resources and conduct our partnerships. Our goal is to reflect God’s love in action, building a community where every person can thrive.

Purpose

The purpose of this policy is to establish and protect the culture of Making A Difference to Maidstone (MADM).

We aim to create an environment of openness, trust, and fairness for all trustees, employees, volunteers, clients, and partners. This policy sets the standard for ethical conduct, ensuring that every action and decision reflects the values and mission of MADM.

Ethical conduct at MADM is a shared responsibility. It requires the participation and support of all involved in the charity’s work, ensuring that our mission is delivered with integrity, transparency, and compassion.

Overview

MADM is a hyper-local Christian charity motivated by Christ’s love to serve people from all backgrounds — regardless of belief — who are experiencing hardship or crisis.

We exist to demonstrate God’s love in practical ways and to meet people where they are, providing help that restores dignity and hope. Through collaboration with statutory and community partners, we offer tailored support that addresses immediate needs while encouraging long-term wellbeing and independence.

As a charity reliant on donations and public support, MADM is committed to conducting all fundraising and operations ethically, protecting our reputation, our people, and those we serve.

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What the charity does:

- General charitable purposes
- The advancement of health, stabilising wellbeing, and saving of lives
- The prevention or relief of poverty
- Economic/community development/employment
- Offers a place for community engagement.

Who the charity helps:

- The vulnerable people of Maidstone
- Other defined groups

How the charity helps:

- Indirect financial assistance to individuals.
- Provides services.
- Provides advocacy/signposting/information.
- Additional services after assessment and discussion

When MADM addresses issues proactively, discerns the needs of those they support, and offers a bespoke approach it will help set the charity apart from competitors.

MADM is committed to protecting Trustees, employees, volunteers, customers, and the charity's reputation from illegal or damaging actions by individuals, either knowingly or unknowingly.

Why we do what we do

Our Values:

- MADM helps the people of Maidstone to find freedom from suffering poverty, homelessness, addiction, social isolation, disadvantage, and crisis. MADM believes this can be achieved through faith in Jesus and hope for the future.
- The charity's Christian ethos aims to bring hope and restoration to those in crisis through meeting their needs both directly and indirectly with bespoke support.
- With faith at the centre of our work we are compelled to care for people in need in our community through our Christian faith and compassion for humanity.

Our ethos:

Everyone should be able to live in freedom and be treated with dignity, respect, and love regardless of circumstance. This influences every aspect of how the charity works. We are committed to improving our society, so that it more closely reflects God's kingdom and values.

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Our Integrity:

MADM stewards the resources entrusted to the charity with utmost care. The charity aligns its motivations, attitudes and actions with the ethical principles found in God’s Word. This permeates through to how we sensitively and lovingly work with service users, customers, and donors as well as how we steward all donations.

Faith Statement:

MADM is a Christian Charity, who fully builds its existence on 'The way, The truth and The life' of Jesus Christ. At MADM we believe that God is the creator of heaven, earth and all that dwells within. We believe that humankind, male and female, are created in His image. We believe that Jesus died on the Cross for our sins, to reconcile us back to God. We believe and individually walk daily in a personal relationship with God, and embrace the importance and relevance of baptism in water and the Holy Spirit. We desire all whom we may come into contact to experience God’s love through us in everything we say and do.

Management/Employee/Volunteer Commitment to Ethics

- Trustees, Senior Managers, and Pastoral staff must set an ethical standard that will be an example to all employees, volunteers, and associates. Therefore, we are sympathetic towards the Charity’s Christian ethos.
- Treat everyone fairly, have mutual respect, promote a team environment, and avoid the intent and appearance of unethical or compromising practices.
- Apply effort in maintaining ethical values of the charity.
- Disclose any conflict of interests regarding their position within MADM.
- Help to increase customer and client satisfaction by providing quality products and timely response to enquiries.

All employees and volunteers should consider the following questions to themselves when any behaviour is questionable:

- Is the behaviour legal?
- Does the behaviour comply with all appropriate policies?
- Does the behaviour reflect the values and culture of the charity? (If unsure, please check with management/trustees)
- Could the behaviour adversely affect MADM stakeholders?
- Would you feel personally concerned if the behaviour appeared in a news headline?
- Could the behaviour adversely affect MADM if all employees did it.

Ethical Fundraising

MADM balances acquiring the resources it needs, with being supported by organisations and individual donors that it has no control over. Therefore, consideration must be given to whether these gifts could reputationally damage the charity or could perpetuate or

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excuse social issues that we exist to solve, and may directly, or inadvertently, harm the people MADM serves.

MADM will not allow a funder or donor to prevent the charity from saying or doing what is right for MADM and its service users. We retain the right to make decisions that are the best for the charity and not what another organisation would do. We will not just react to the loudest voices - media, supporters, donors or other, or follow popular opinion when we believe these are contrary to MADM's mission and values.

MADM will consider whether a donor's philanthropy aligns with their own stated mission and values. For example, it might want to have a disproportionate influence over social issues or are attempting whitewashing/condoning/excusing an issue that is fundamentally important to the charity.

MADM will decline any donations, partnerships, or actions which could have influence on the charity conducting its objectives ethically by considering the following:

- Are they a massive contributor to environmental damage?
- Are donations of items or finances connected to the proceeds of crime?
- Ensuring donations are not linked to human slavery, human trafficking or extreme exploitation of people, or animals.
- Not partnering with companies linked to extreme tax avoidance.
- Not aligning politically with any one party (except where local issues align with the charity's objectives)
- Does its belief align with MADM's open door policy of dealing with people regardless of race, gender, religion, sexuality, and socioeconomic backgrounds and will not exclude anyone from help.
- We would conduct due diligence on high-net-worth individuals on large donations over £10k (this has not happened yet).

Company Awareness

Promotion of ethical conduct within interpersonal communications of employees, contractors, consultants, volunteers, and temporary staff is promoted:

- MADM will promote a trustworthy and honest atmosphere to reinforce the vision of ethics within the charity.

Maintaining Ethical Practices:

- MADM will reinforce the importance of the integrity message and the tone will start at the top. Every employee, contractor, consultant, volunteer, and temporary staff needs to consistently maintain an ethical stance and support ethical behaviour.
- MADM management should encourage open dialogue, get honest feedback, and treat everyone fairly, with honesty and objectivity.

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Unethical Behaviour:

- MADM will avoid the intent and appearance of unethical or compromising practice in relationships, actions, and communications.
- Unauthorised use of MADM marketing, operational, personnel, financial, source code and technical information integral to the success of MADM will not be tolerated.
- MADM will not permit impropriety at any time, and we will act ethically and responsibly in accordance with laws.
- Employees, contractors, consultants, volunteers, temporary staff will not use corporate assets or business relationships for personal use or gain.
- MADM will not tolerate harassment or discrimination by, or to, staff, volunteers, clients, donors.
- MADM will always support anyone in need regardless of age, sex, sexual orientation, gender, disability, race, or religious belief.
- MADM will not permit impropriety at any time, and we will act ethically and responsibly in accordance with laws.
- Employees, contractors, consultants, volunteers, temporary staff will not use corporate assets or business relationships for personal use or gain.

Policy Compliance measurement:

- MADM will verify compliance to this policy through various methods, including but not limited to, business tool reports, internal and external audits, and feedback.

Non-Compliance:

- Employees, contractors, consultants, volunteers, temporary staff found to have violated this policy may be subject to disciplinary action, up to and including termination of employment. MADM will not tolerate any wrongdoing or impropriety at any time. MADM will take the appropriate measures and act quickly in correcting the issue if the ethical code is broken. There are no exceptions.