



FUNDRAISING POLICY AND PROCEDURES

1. Background

Partners in Aid raises funds in Australia to support projects and child sponsorship in India, Bangladesh and the Philippines. It is committed to ensuring that fund raising activities are carried out in an ethical manner and that all money raised or donated is allocated in accordance with the purpose specified by the donor or fund raiser.

2. Purpose

The purpose of this document is to identify Partner in Aid's position on fundraising practice and to document the standards expected when raising funds from the community. It provides guidelines for how fundraising activities will be undertaken by and on behalf of Partners in Aid, and direction on how donated funds will be used and accountability to donors for the funds raised.

3. Scope

This policy applies to fundraising activities undertaken in Australia and fundraising activities undertaken by the board and/or members of Partners in Aid or individuals or organisations acting on behalf of Partners in Aid.

4. Procedures

4.1 General

- 4.1.1 A Fundraising and Marketing Sub-Committee has been formed to oversee the major marketing and fundraising tasks. The Fundraising and Marketing Sub-Committee will report regularly to the Board, including tabling of meeting minutes at Board meetings.
- 4.1.2 All fundraising activities must have the prior approval of the Board, as recorded in Board meeting minutes.
- 4.1.3 All fundraising materials will accurately identify Partners in Aid's name, address, Australian Business Number and purpose
- 4.1.4 No brochures publicising a specific individual project or other materials relating to PIA will be distributed without the prior sighting and formal approval of the Board.
- 4.1.5 Unless the Board has minuted their general approval, no person should approach either Partners in Aid members, or others outside the organisation, for donations. Similarly, no

member should be approached to transfer their donations from one project to another without the approval of the Board.

- 4.1.6 Partners in Aid will only directly solicit funds from individuals, companies, organisations in Australia and recipient countries that the Board considers ethical and protective of the local society and the environment.

4.2 Legal issues

- 4.2.1 Fundraising activities carried out by Partners in Aid will comply with all relevant Victorian and national laws.
- 4.2.2 Partners in Aid will ensure it is registered with Consumer Affairs Victoria as a fundraiser.
- 4.2.3 Before any bequests involving real estate are accepted by the organisation, legal advice will be sought, and due diligence carried out.
- 4.2.4 If requested, potential donors will be provided with standard wording to include in their will, should they wish to leave a bequest to Partners in Aid.

4.3 Who can act on behalf of Partners in Aid?

- 4.3.1 Only members of the Board with the authority of the Board or the Executive, or people specifically authorised by the Board, are entitled to act as agents of Partners in Aid. This includes acting as an agent with respect to financial matters, publicity statements, functions and legal or governance arrangements in the name of Partners in Aid.
- 4.3.2 Non-Board members authorised to act as agents will only be authorised to do so for specific activities which will be clearly defined in the appropriate Board minutes, and for a finite period, also to be stated in the minutes.

4.4 Money from donors

- 4.4.1 Donors' money will only be allocated to the specific purpose for which it was given.
- 4.4.2 If there is more than one year's delay in allocating donors' money to the specific purpose for which it was given, donors will be informed of the situation, and what steps are being taken to rectify any problems. Should it not be possible, for any reason, to allocate the money to the purpose specified by the donor, a suggestion will be made to the donor for an alternative way of using the money, and he/she given the option of agreeing or otherwise.
- 4.4.3 Partners in Aid will only accept funds from individuals, companies, organisations in Australia and abroad that the Board considers ethical and protective of the local society and the environment.
- 4.4.4 No donations will be accepted except as contributions to projects approved by the PIA Board or to the general administrative costs associated with running the NGO.
- 4.4.5 No donations will be accepted from political parties or their members if accepting such donations explicitly or implicitly results in apparent endorsement of the donating party.

4.5 Fundraising

- 4.5.1 All monies raised via fundraising activities will be for the stated purpose of the appeal and will comply with the organisation's stated mission and purpose.
- 4.5.2 Any communications to the public made in the course of carrying out a fundraising activity shall be truthful and non-deceptive: material omissions, exaggerations, misleading portrayal of recipients or visual portrayals and/or overstating either need or likely outcome will be assiduously avoided.
- 4.5.3 Any person responsible for a fundraising activity will be briefed on the Risk Management Policy and Register, with particular reference to fund raising activities.
- 4.5.4 No general solicitations shall be undertaken by telephone or door-to-door.
- 4.5.5 Fundraising activities should not be undertaken if they may be detrimental to the good name or community standing of Partners in Aid. Any solicitation of funds will be carried out in a respectful manner and without pressure.
- 4.5.6 Nobody directly or indirectly employed by or volunteering for Partners in Aid shall accept commissions, bonuses or payments for fundraising activities on behalf of the organisation.
- 4.5.7 Images and messages used for fundraising will not:
 - be untruthful, exaggerated or misleading in any way;
 - Be used if they may endanger the people they are portraying;
 - infringe Partners in Aid Child Safeguarding Policy, and in particular, will not show children naked or in a sexualized manner;
 - feature dead bodies or dying people.
- 4.5.8 Any Partners in Aid member raising funds for the organisation will have a commitment to portraying affected people in a way that respects their dignity, religion, history, values, language and culture.
- 4.5.9 The Board will be responsible for approving the public use of images and messages in any fundraising activity.

4.6 Fundraising activities involving profit sharing

- 4.6.1 If any fundraising activities involve profit sharing with another party, such as putting the Partners in Aid's name on clothes bins, Partners in Aid members must be provided with a clear statement of the percentage of profits to be retained by Partners in Aid. A written contract outlining the expectations, responsibilities and obligations of both parties must be signed prior to commencement of the activities. Beneficiaries of the funds must be clearly identified in the fundraising activities.
- 4.6.2 If any fundraising activities involve profit sharing with another party, especially with relatively unknown charity, before reaching an agreement with that party, Partners in

Aid will request a Business Search Report from a reputable body such as Australian Corporate Reporting Pty. Ltd.¹

- 4.6.3 A statement estimating income and expenses will be prepared prior to the commencement of any new profit sharing fundraising activity that may present a financial risk to Partners in Aid. Fundraising activities will not be undertaken if they will expose the organisation to significant financial risk.

4.7 Donor confidentiality

- 4.7.1 All personal information on donors collected by Partners in Aid is confidential and is not for sale or to be given away or disclosed to any third party without consent.
- 4.7.2 Any volunteer who might have access to Partners in Aid records will sign a confidentiality agreement.
- 4.7.3 Partners in Aid is bound by the Australian Privacy Principles 2014 and will at all times observe these in the handling of information about donors (see Partners in Aid Privacy Policy). A summary of the Australian Privacy Principles can be found at <https://www.oaic.gov.au/individuals/privacy-fact-sheets/general/privacy-fact-sheet-17-australian-privacy-principles>.
- 4.7.4 Any volunteer having access to donor records should be required to undergo a standard police check.
- 4.7.5 Any computer file kept on the internet that contains information about donors is protected by strong passwords, and these are changed from time to time in order to avoid unauthorised access.

4.8 Transparency

- 4.8.1 Information will regularly be made available to donors through the Annual Report regarding the size of Partners in Aid's source of revenue and amount of money spent on administration.
- 4.8.2 All donors will receive an official tax receipt from the organization.

5. Relevant PIA Policy Documents

- PIA Fund Raising Policy and Procedures
- PIA Volunteer Policy
- PIA Risk Management Policy and Risk Management Register
- PIA Privacy Policy
- PIA Communication Policy

¹ Address: 9th Floor, 267 Collins St., Melbourne, Vic 3000. Phone: (03) 9654 2877. Fax: (03) 9654 5340.

6. Review

This policy will be reviewed every three years.

References

Consumer Affairs Victoria, Registration as a Fundraiser

<http://www.consumer.vic.gov.au/clubs-and-not-for-profits/fundraisers/registration> (Last viewed 28 April 2017)

Institute of Community Directors, Australia. *Ethical Fundraising Policy*.

<https://www.fundingcentre.com.au/tool/fundraising-policy> (Last viewed 28 April 2017)

Not for Profit Law. *Information Hub. Legal Information for Community Organizations*.

<https://www.nfplaw.org.au/fundraising> (Last viewed 29 April 2017)

Australian Government. Office of the Australian Information Commissioner. *Privacy Fact Sheet 17:*

Australian Privacy Principles. <https://www.oaic.gov.au/individuals/privacy-fact-sheets/general/privacy-fact-sheet-17-australian-privacy-principles> (Last viewed 29 April 2017)