



**Partners in Aid**

AUSTRALIA

## FUNDRAISING POLICY AND PROCEDURES

### Version control & review

Version	Date	Distribution
1.0	<2015	Board members; website link
2.0	June 2016	Board members; Committee members; website link, Social Media Volunteers
3.0	January 2018	Board members; Committee members; website link, Social Media Volunteers
4.0	November 2024	Board members; Project Advisory Group; website link

### 1. Background

Partners in Aid raises funds in Australia to support projects and child education sponsorship in India, Sri Lanka, and the Philippines. It is committed to ensuring that fundraising 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 fundraiser.

### 2. Purpose

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

### 3. Scope

This policy applies to fundraising activities undertaken in Australia 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. PIA abides by the ACFID Fundraising Charter, and the Board must report its compliance annually at a general meeting.
  - 4.1.2.A Marketing and Fundraising Coordinator has been nominated to oversee any marketing and fundraising activities. He/she will report regularly to the Board.
- 4.1.3. All fundraising activities must have the prior approval of the Board, recorded in meeting minutes.
- 4.1.4. All fundraising materials will accurately identify Partners in Aid's name, address, Australian Business Number and purpose.
- 4.1.5. No brochures publicising a specific individual project or other materials relating to Partners in Aid will be distributed without the prior sighting and formal approval of the Board.
- 4.1.6. 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.
- 4.1.7. 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.
3. Before any bequests involving real estate are accepted by the organisation, legal advice will be sought and due diligence carried out.
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.
5. Any new person coming onto the Board will be required to undergo a police check.

## 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 people specifically authorised by the Board, are entitled to act as agents of, or in the name of, Partners in Aid. This includes acting as an agent with respect to financial matters,

publicity statements, functions and legal or governance arrangements.

- 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. Donations for specific project activities not consistent with PIA's objectives and/or which are not part of initiatives that PIA has agreed in advance to support, will not be accepted
- 4.4.2. Donors' money will only be allocated to the specific purpose for which it is given. Any media appeal for a specific cause will be set up in such a way that it is clear to which cause the money should be allocated.
- 4.4.3. Any appeals for money will make it clear that money donated for a particular project will go entirely to that cause.
- 4.4.4. 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.
- 4.4.5. Partners in Aid will only accept funds from individuals, companies, and organisations in Australia and abroad that the Board considers ethical and protective of the local society and the environment.
- 4.4.6. No donations will be accepted except for contributions to projects approved by the Partner in Aid Board or to the general administrative costs associated with running the organisation.
- 4.4.7. 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 fundraising activities.
- 4.5.4. No general solicitations shall be undertaken by telephone or door-to-door.
- 4.5.5. Fundraising activities must 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. Free, prior and informed consent will be obtained for all stories and images used in any fundraising.
- 4.5.8. All fundraising materials will:
  - include the organisation's identity, including name, address, ABN and purpose,
  - accurately represent the context, situation, proposed solutions and intended meaning of information provided by affected people,
  - clearly state if there is a specific purpose of each donation.
- 4.5.9. Images and messages used for fundraising will not:
  - be untruthful, exaggerated, include misleading visual portrayals, overstate the need or what the donor's response may achieve or be misleading in any way,
  - be used if they may endanger the people they are portraying,
  - infringe Partners in Aid Child Safeguarding and Code of Conduct Policy, in particular, not show children naked or in a sexualized manner,
  - Present people in a dehumanised manner, or
  - feature dead bodies or dying people.
- 4.5.10. 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.
- 4.5.11. 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.
- 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 collected on donors 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.
- 4.6.3 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>.
- 4.6.4 Any computer file kept on the internet that contains information about donors will be protected by strong passwords, and these will be changed from time to time in order to avoid unauthorised access.

#### **7. Transparency**

- 7.1. 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.
- 7.2. All donors will receive an official tax receipt from the organisation.

#### **5. Review**

This policy will be reviewed every three years.

## **6. Relevant PIA Policy Documents**

PIA Fund Raising Policy and Procedures

PIA Volunteer Policy

PIA Risk Management Policy and Risk Management Register

PIA Privacy and Data Retention Policy

PIA Communication Policy

## **7. 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 Organisations. <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)