



## Fundraising Policy

### **Purpose of this policy is**

Improve fundraising practice

Promote high levels of accountability and transparency by organisations fundraising from the public

Provide clarity and assurances to donors and prospective donors about the organisations they support

## Mission Statement

CARI aims to provide a professional, child centred therapy and counselling service to children, families and groups who have been affected by child sexual abuse, to support and assist their recovery process. We also aim to provide the most up to date education and information service for children, adults and professionals on the dynamics of child sexual abuse and to raise public and political awareness of these issues.

## **CARI Charter**

The CARI Charter outlines our guiding principles and all decisions are made in the spirit of the CARI Charter.

1. CARI's primary aim is to provide therapy for children and young people who have been affected by child sexual abuse. CARI also provides information, support and counselling to non-abusing parents, carers and siblings as appropriate.
2. CARI's secondary aims are:
  - A. To increase public and professional awareness of the existence of, and dynamics of, child sexual abuse.
  - B. To prevent child sexual abuse by providing information, support and training to adults, thus equipping them to better protect children.
  - C. To contribute to change in the response made, and resources available, to children and families affected by sexual abuse.
  - D. To undertake research about child sexual abuse.
3. To achieve our aims CARI must obtain adequate funding. Fundraising methods will never be allowed to exploit our client or stall, or to compromise their situation or reputation.
4. Our Code of Ethics reflects our philosophies regarding our work and our clients and will guide all our work. We respect and value our staff and volunteers.
5. We recognise that the nature of our work may lead to stress for staff and volunteers. We aim to ensure that appropriate support is offered to all who work for CARI.
6. Our primary aim will never be compromised by any of our other aims or objectives.

# Fundraising Policy - Codes of Practice

## Core Principals

### **Respect**

CARI staff respect the rights, dignity and privacy of its supporters, clients and beneficiaries. It shall not put undue pressure on anyone to make a gift and where someone does not want to give or wishes to cease giving, that decision will be respected. CARI will take care not to use any images or words that cause distress or offence.

### **Honesty**

CARI will be Honest, it will do what it says it is going to do. It will answer all reasonable questions about its fundraising activities and fundraising costs and it will do so within a reasonable timeframe.

### **Openness**

CARI will make information about its purpose and its services open and freely available. It will be transparent about who it is, the work it performs and how any support is used. CARI will be accessible and will provide a number of ways whereby those interested can contact the organisation and receive a reasonably timely response. CARI has a procedure to address complaints, a copy of which will be available on request.

### **Donors**

Donors have the paramount right to be assured that their gifts will be used for the purposes for which they were given. CARI shall respect the rights of donors to be informed about the service for which CARI is fundraising, to be informed about how their donation is being used; to have their names deleted from mailing lists if so requested; and to preserve anonymity and confidentiality.

### **Disclosure**

Donors have the right to be informed of the status and authority of those soliciting donations; donors will always be informed as to whether these fundraisers are volunteers, employees of the organisation or third party agents.

### **Organisational Independence**

CARI will record details of individual gifts, including gifts-in-kind; where those gifts may be construed to have the potential to influence the independence of the organisation's decision making.

While an organisation is not obliged to accept anonymous donations, where anonymity is requested by a donor this will be respected if the donation is accepted, however the other details of the gift will be recorded (such that anonymity is preserved).

### **Third Party Fundraising**

CARI will seek to ensure that any donations sought indirectly, such as through third parties, are solicited and received in full conformity with CARI own standards and practices. This will normally be the subject of written agreement between the parties.

### **Volunteers**

CARI Board and management shall ensure that the organisation has a policy for its activities involving volunteers, including the relationship and communications with volunteers and how volunteers are managed.

### **Complaints and Feedback Procedure**

CARI shall have accessible procedures for enabling interested parties to notify the organisation of their wishes, comments and complaints. These procedures will include systems to ensure that all feedback (including especially any complaints) are responded to and addressed within a specified timeframe. Public or donor queries or complaints should, in the first instance, be addressed to

CARI , 110 Lower Drumcondra Road , Dublin 9

All matters of illegality should be addressed immediately to An Garda Síochána.

### **Financial Controls**

CARI internal financial control procedures will ensure that all funds are used effectively and will minimise the risk of funds being misused. CARI will follow the principles of best practice in financial management. An Annual Report and a Statement of Annual Accounts figures will be freely available to the public.

### **Human Resources**

CARI Human Resource Policies will conform fully to relevant national and international labour regulations. These policies will seek to apply best practices in terms of employee and volunteer rights and health and safety at work. Human Resource Policies will include procedures for evaluating the performance of all staff on a regular basis and Garda vetting is mandatory for all staff and volunteers working within the organisation

**Equality**

CARI will adhere to any equality legislation and will not tolerate discrimination in any form.

**Appointment of External Auditor**

CARI Board shall appoint an external auditor to audit/examine the annual accounts.

**Conduct of Fundraising Department**

CARI Fundraising Offices shall adhere to the principle that all information created by, or on behalf of an organisation is the property of that organisation and shall not be transferred or utilised except on behalf of that organisation.

CARI Fundraising Offices shall not disclose (except as may be required by statute or law) or make use of information given or obtained in confidence from their employers or clients, the donating public or any other source without prior express consent.

CARI Fundraising Offices commit themselves to the highest standards of good practice and to ensuring that all their fundraising activities are respectful, honest, open and legal.

**CARI Fundraising commit to:**

1. Conduct themselves at all times with complete integrity, honesty and trustworthiness. They will act at all times openly and in such a manner that donors are not misled.
2. Respect the dignity of their profession and ensure that their actions enhance the reputation of themselves and [CARI](#) which they represent.
3. Act according to the highest standards and visions of their organisation, profession and conscience.
4. Not knowingly or recklessly disseminate false or misleading information in the course of their professional duties, nor permit their subordinates to do so.
5. Not represent conflicting or competing interests without the consent of the parties concerned.
6. Not knowingly, recklessly or maliciously injure the professional reputation or practice of other members of the fundraising profession.
7. Not knowingly act in a manner inconsistent with these standards, or knowingly cause or permit others to do so.
8. Not exploit any relationship with a donor, prospect, volunteer or employee for personal benefit or misuse their authority or office for personal gain.
9. Comply with the laws of the land which relate to their professional activities, both in the letter and in spirit.
10. Advocate adherence within their organisation to all applicable laws and regulations.

### **Responsibilities of CARI Fundraising Management**

CARI Fundraising Management are defined by those responsible (or their designate) for organising specific fundraising campaigns or fundraising activities, or who are responsible for managing others who organise such fundraising campaigns have a range of responsibilities in order to meet the commitment to donors and fulfil CARI principles and standards.

Fundraising Management must;

1. Be responsible for ensuring that fundraisers are aware of and can generally communicate the purpose of the organisation and of the specific fundraising efforts they are involved in.
2. Be responsible for ensuring that fundraisers are aware that they must always disclose whether they are volunteers, employees or third party agents.
3. Provide, where possible, clear and adequate, written or verbal, information to the public
4. Have procedures to ensure that, wherever possible, particular caution is exercised when soliciting from vulnerable people.
5. Ensure all public collections have a Garda permit, or where no permit is necessary, permission from the relevant authority (such as for collections in church grounds).
6. Ensure there is signed confirmation that data are kept securely and confidentially and in compliance with the [General Data Protection Regulation \(GDPR\)](#).
7. Ensure that the recruitment process screens potential recruits to indicate suitability (subject to data protection regulations).

### **Board of Trustees Commitment**

The ultimate responsibility for meeting the fundraising standards lies with CARI Board and through them with the senior management of CARI. The Board and Management are responsible for ensuring that their charity is able and does fulfil its commitment to best practice in fundraising.

The Board and Management of CARI are accountable [for](#) CARI fundraising activities as follows:

1. By ensuring the existence of the Statement of Guiding Principles for Fundraising and other relevant Codes are made known to the public, donors and supporters.
2. By ensuring a feedback mechanism is in place whereby anyone can comment on the fulfilment of the standards outlined in the Statement.
3. By ensuring that CARI commitment to best practice in fundraising is communicated in all public policy statements by stating same in relevant public communications (annual reports, website, policy statements, governance documents, leaflets and communication materials etc.).
4. By putting in place training and development opportunities for relevant staff and volunteers.

5. By assessing CARI fundraising strategy on a regular basis according to the guiding principles of this Statement.
- 5.—By ensuring that senior management take responsibility for implementing and adhering to the CARI Fundraising Policy.
- 1.—By being open to, CARI engaging in setting sector standards, including feeding back their experience on these standards and participating in the development of future standards.

Fundraising exists only to support the overall mission of CARI . Therefore the Board and Management of CARI are accountable to the organisation's beneficiaries, service users, clients, donors, funders, volunteers and staff for overall performance. The Board and Management shall therefore ensure:

1. That the activities of the organisation are focused on achieving the objectives set out in the organisation's charter, and that these are translated into a vision, policy, strategies and budget.
2. The organisation's expenditure is handled in a transparent, effective and efficient manner, in line with an agreed annual plan and budget, and according to a predetermined process for evaluating and taking decisions on the allocation of funds.
3. Fundraising is handled in a transparent, effective and efficient manner, in line with a predetermined plan and according to methods that are deemed socially acceptable.
4. The organisation has adopted a policy for activities involving volunteers, including their relationship and communications with volunteers and the method of managing volunteers.
5. The organisation has the means to adequately control the way it functions and to alert it to, and to cope with, any risks in good time.

### **Honest Communication**

Communications between CARI , the public and potential donors shall be governed by the following principles.

There shall never be any incidence of misleading and/or ambiguous information in any of CARI fundraising communications.

1. It shall be made clear at all times as to whether the fundraising in question is for the organisation in general or for a specific purpose. Where examples are mentioned in relation to the general purpose of the organisation, they shall be clearly highlighted as examples. There must be a close relation to those examples that are used and the actual cause for which the organisation is collecting.
2. The organisation's name, logo, address, telephone numbers and charity registration number, as well as its general purpose, shall always appear on fundraising material.
3. Where more than one organisation is collecting together, the names, logos, addresses, telephone numbers and charity registration numbers of all organisations must appear on the material in question and must be made known to the donor or prospective donor.
4. The donor or prospective donor must always be informed as to whether the fundraisers are volunteers, employees of the organisation or third party agents.

5. In the case of personal approaches, where the prospective donor is not known to the fundraiser, the fundraiser shall carry visible identification which includes the organisation's name, logo, telephone number and charity registration number, as well as the name of the fundraisers, so that the donor will never be in doubt about the organisation s/he is donating to.
6. In the case of telemarketing, the individual fundraiser must inform the prospective donor of the organisation's name, as well as be in a position to disclose the name of a contact person in the organisation.
7. At all times in the case of face-to-face, door-to-door and telemarketing fundraising, the individual fundraiser shall be able to state the purpose for which the funds will be used. In the case of face-to-face and door-to-door fundraising, this can be in the form of printed material that is given free of charge at the request of the prospective donor.
8. In the case of face-to-face, door-to-door and telemarketing fundraising, the individual fundraiser should have a general knowledge about what the organisation works for. It is not required that the individual fundraiser possesses a detailed knowledge about projects, governance or administration etc but s/he must be able to inform the prospective donor of where they can find the supplementary information.
9. If it is not intended that donated items be sent directly to the clients or beneficiaries of the organisation but for example are to be sold instead, this must be made clear to the donors.
10. If terms such as "All proceeds go to..." or "In aid of..." or similar are used in a fundraising campaign, it must be clearly stated that all of the fundraised income will go to the project or organisation in question.