



# **Fundraising Policy**

**November 2022**

## **Purpose**

The purpose of this policy is to:

- 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.

Alongside this we aim to provide the most up to date education and information service for children, adults and professional on the dynamics of child sexual abuse, and, moreover, to raise public and political awareness of these issues.

We, as a non-government organisation, will at all times operate on a not-for-profit basis ensuring that our services are accessible, regardless of a child's means or situation.

## **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 therapeutic support, in a safe, trusted and professional environment, to children and families whose lives are impacted directly and indirectly by child sexual abuse.
2. In support of its primary aim, CARI:
  - advocates for and gives voice to children and families impacted by child sexual abuse
  - builds public and professional awareness and education around the existence of, and dynamics of, child sexual abuse
  - contributes to professional and national child sexual abuse prevention and therapeutic strategies, best practice guidance and programmes
  - influences decision making, resourcing and building of evidence-base and research relating to child sexual abuse
3. To achieve our aims CARI must obtain adequate funding. Fundraising methods will never be allowed to exploit our clients or staff, 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 will 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**

### **Respect**

CARI shall 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 & Integrity**

Fundraising will occur in an honest and truthful manner. CARI fundraisers will act with integrity and not misrepresent the charity, its need for funds or how they will be applied. Questions about fundraising activities and fundraising costs will be answered honestly and in a timely manner. Information about CARI's charitable purpose and activities will be made freely available. Charitable donations and gifts will be used for the purposes for which they were donated.

### **Transparency and Accountability**

CARI will take responsibility for its actions and will be capable of explaining, clarifying and justifying those actions. CARI's Board and management will explain and account to donors and the public for the charity's actions. The charity will operate in an open, frank and honest way and will ensure that transactions, operations, information and communications are easily understood by donors and the public alike. 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.

CARI will treat donors fairly, enabling donors to make informed decisions about any donations. This includes taking into account the needs of any potential donor who may be vulnerable or who, due to his or her circumstances, may require additional care and support to make an informed decision. If there are reasonable grounds for believing that an individual lacks capacity to make an informed decision to donate, a donation will not be taken. A donation given by someone who lacked capacity at the time of donating will be returned.

### **Donations**

CARI will ensure that:

- The purpose of any fundraising is accurately described;
- donations received are used to further CARI's charitable purpose;
- where donations are made for a specific purpose, the donor's request is honoured.

### **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 CARI 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, CARI House, Ennis Road, Limerick. 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 Fundraisers**

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

### **CARI Fundraisers commit to:**

1. be trustworthy and conduct themselves at all times with integrity and honesty and should act openly and in such a manner as to ensure that donors are not misled;
2. ensure that their actions enhance CARI's charitable purpose and reputation;
3. disclose if they are CARI employees or third party agents;
4. be able to state the purpose for which funds being collected will be used;
5. have a general knowledge about CARI's aims and objectives and be able to inform donors of where they can find supplementary information;
6. not knowingly or recklessly disseminate false or misleading information in the course of their professional duties, nor permit others to do so;
7. not unreasonably intrude on the privacy of those from whom donations are being solicited;

8. not make unreasonably persistent approaches nor exert undue pressure on people to make donations;
9. act in accordance with this policy;
10. not exploit any relationship with a donor, volunteer or employee for personal benefit or misuse their position for personal gain, and;
11. comply with all legal requirements which relate to their activities and advocate adherence to these within CARI.

## **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 ensure:

1. Fundraisers, suppliers and contractors are informed about and contracted to adhere to this policy in their fundraising work for the charity; all paid fundraisers have appropriate contracts, including a clause confirming compliance with this policy and relevant legal requirements relating to fundraising;
2. Where fundraisers are paid, payments are not excessive and are not likely to result in undue pressure being put on the public to donate and that the charity is informed as to whether payments to fundraisers are related to the performance of the fundraiser;
3. Appropriate training and support is in place to enable fundraisers to effectively carry out their role in an open, honest and respectful manner and in compliance with applicable legal requirements;
4. So far as is reasonably practicable, fundraisers are not exposed to risks to their health and safety;
5. Checks are in place relating to the suitability and credentials of fundraisers to raise funds on behalf of the charity;
6. Fundraisers are aware of and can generally communicate the charitable purpose of the charity and of the specific fundraising efforts in which they are involved;
7. Fundraisers are aware that they should disclose if they are employees of the charity or third party agents;
8. Fundraisers provide clear and adequate written or verbal information to donors and the public regarding the nature and type of follow up contact that they can expect from the charity, such as telephone calls, texts and the frequency of planned communications;
9. There is not misleading or ambiguous information in any of the charity's fundraising communications;

10. Procedures are implemented and safeguards are in place to ensure that, to the fullest extent possible, particular caution is exercised when soliciting from people who may be considered vulnerable, including from minors;
11. All public collections have a Garda permit, or where no permit is required, permission from the relevant local or other authority.
12. Cash and ticket receipts from events and collection boxes must be handled in accordance with the Financial Management Policy.

## **Board Commitment**

The Board is responsible for ensuring that CARI fulfils its commitment to best practice in fundraising. The Board delegates the day-to-day management of fundraising to employees and ensures that there is an effective systems in place to ensure that:

1. Any delegation is clearly documented, understood and implemented;
2. There are checks that the delegated authority is exercised properly;
3. Clear reporting procedures are in place, which include guidance on any particular matters that are to be reported to the Board;
4. The Board receives regular and fully documented reports on agreed matters, presented in a way that they can understand and use and which allows them to exercise proper oversight;
5. Management and staff implement and adhere to this policy and fundraising is handled in a transparent, effective and efficient manner, in line with an agreed plan;
6. Procedures are in place to enable donors, potential donors and the public to notify the charity of their questions, comments or complaints related to fundraising and systems are in place to ensure that all feedback, in particular any complaint, is responded to and addressed within a specified time frame, and;
7. Fundraising strategy and operations are reviewed on a regular basis.

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**

There shall never be any incidence of misleading and/or ambiguous information in any of CARI fundraising communications. Communications between CARI , the public and potential donors shall be governed by the following principles:

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.

## **Data Protection**

All personal data must be collected fairly and lawfully and information which can be identified or attributed to one or more individuals must be treated as confidential and in accordance with CARI's Data Protection policy. CARI must conform to guidance relating to direct and inter-active marketing, including direct mail, email, telemarketing, digital and social media marketing, SMS text etc. CARI will respect donors' stated preferences regarding contact by the charity and should make it easy to communicate these preferences. Where a third party firm or agent is employed by CARI to fundraise, any data provided by the public is held only by the charity and not by the third party.