

## CLAN Fundraising Policy

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### 1. Introduction

Not for profit, non-government organizations rely heavily on the generosity of others to thrive and deliver on their vision, mission and objectives. The Committee is committed to ensuring that fundraising activities are carried out in a legal, transparent and ethical manner and that the funds are used as per their stated purpose in the fundraising communications.

### 2. Purpose

The purpose of this policy is to identify CLAN's position on fundraising practice and to document the standards expected in raising funds from the community.

### 3. Scope

This policy applies to all Committee members, staff, volunteers and partner organizations of CLAN in whilst in the delivery of CLAN programs. It also applies to donors, sponsors and beneficiaries.

### 4. Definitions

Fundraising	The seeking of financial support for a charity, cause, or enterprise.
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### 5. CLAN's Framework

CLAN is committed to portraying people in a way that respects their dignity and values, their history, religion, language and culture. Relevant staff are involved in planning CLAN's activities which, for example, may include requirements relevant to Child Protection legislation, communications, funding, public use of images and messages, and when required for specific legislation or other legal requirements.

CLAN's decisions to undertake activities will endeavour to balance both the donors' purposes and the needs of affected children and people, but will give primacy to the primary stakeholders.

## **6. Policy**

Legislative requirements are followed and met by CLAN for fundraising activities. The privacy of donors to CLAN is consistent with the Privacy Act. Complaints should be made in writing and dealt by CLAN under relevant legal processes.

CLAN's guiding fundraising principle is that decisions to accept or reject donations are governed by the criteria that all donations are to support and not harm CLAN's mission, beneficiaries, participants or others associated with CLAN activities. Donations are based on the purpose for the donation.

CLAN may choose to accept or reject a donation for a specific achievable activity directly related to CLAN's mission. CLAN may decide not to accept a donation where the activities of the donor are incompatible with CLAN's mission, where the cost of accepting the donation will be greater than the value of the donation or where the acceptance of a donation may give rise to litigation. Legislative requirements are followed and met by CLAN for fundraising activities. The privacy of Donors to CLAN is consistent with the Privacy Act. Complaints should be made in writing and dealt with by CLAN in accordance with the CLAN Complaint Management Policy.

Fundraising techniques are to be undertaken in a transparent and ethical manner, designed to avoid any offense. CLAN will collaborate with stakeholders when planning, delivering and reviewing fundraising activities.

CLAN is committed to portraying children with chronic health conditions and their families in a manner that respects their dignity, values, history, language and culture. Where partners are involved in programs or projects, they will be invited to collaborate with CLAN for planning fundraising. Free, prior and informed consent is obtained from participants for all images and stories planned for use in fundraising activities.

## **6. Fundraising Standards**

CLAN is committed to complying to the following standards:

- 1) Fundraising activities carried out and materials used by CLAN will comply with all relevant legislation including the ACFID Fundraising Charter.
- 2) Any communications to the public made in the course of carrying out a fundraising activity shall be truthful and non-deceptive.
- 3) CLAN is committed to not making statements about other ACFID Members with the intention of creating a reputational or other advantage to themselves.
- 4) CLAN's Communication Policy and Ethical Decision Making Framework is used as a guide to assist in determinations for the purpose of raising funds.
- 5) Fundraising materials including information, portrayals and any other advertising activities will be truthful, not misleading, and will accurately represent the context, situation, desired outcomes and stated needs as provided by affected people for each activity undertaken by CLAN for that group. Images and messages will not be doctored, created as fiction or misrepresent the country or peoples in that country.
- 6) CLAN requires that the collection of information, images and stories does not harm, dehumanise or endanger the people or the environment. In particular, child protection will be addressed for each program that includes children in order to ensure their personal safety, a safe environment and safe activities relevant to their needs.
- 7) Information will not be used without the free, prior and informed consent of the person/s portrayed, including children, their parents or guardians. Information will avoid material omissions, exaggerations, misleading visual portrayals and overstating the need or what the donor's response may achieve.
- 8) CLAN will decide the purpose of information shared and share outcomes and results of fundraising.
- 9) 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. CLAN will state where a donation is for a specific purpose within each fundraising activity.
- 10) All personal information collected by CLAN is confidential and is not for sale or to be given away or disclosed to any third party without consent.
- 11) No person who is directly or indirectly employed by or volunteering for CLAN shall accept commissions or bonuses for fundraising activities on behalf of the organization
- 12) Advertising materials will include CLAN's name, identity, address, ABN and purpose for each donation. Information will accurately represent the context,

situation, proposed solutions and intended outcomes for each CLAN program or activity undertaken.

- 13) Privacy of donors will be consistent with the Privacy Act, and where allowed, donors will be acknowledged as appropriate with regard to the situation and beneficiaries
- 14) Where images and stories are used for fundraising purposes, free, informed consent is to be obtained prior to use
- 15) Images and messages for fundraising will not:
  - a. Be untruthful, exaggerated or misleading (e.g. not doctored, created as fiction or misrepresenting the country)
  - b. Be used if they may endanger the people they are portraying
  - c. Be used without the free, prior and informed consent of the person/s portrayed, including children, their parents or guardians
  - d. Present people in a dehumanized manner
  - e. Infringe child protection policies and in particular show children in a naked and or sexualized manner
  - f. Feature dead bodies or dying people
- 16) Record keeping of fundraising donations, costs and use of donations will comply with relevant legislation
- 17) Prior to any outsourced fundraising activity, CLAN will ensure that legal contracts will meet all legislative and regulatory requirements stated are clear and in writing. This includes specific expectations, responsibilities and obligations of each party and that CLAN is identified as the beneficiary of donations. Research will be undertaken on contractors to determine their suitability prior to outsourcing a program and will be clearly identified for each CLAN activity.

## **7. Fundraising Committee**

A Fundraising Sub-Committee may be formed to carry out the major fundraising tasks. The Executive Committee will determine the terms of reference for the sub-committee and approve any public use of images and messages used. The Sub-Committee will report regularly to the Committee, including tabling of meeting minutes at Committee meetings.

## **8. Outsourced fundraising**

CLAN will ensure that:

- 1) Contracts are in place which meet all the relevant legislative and regulatory requirements
- 1) Fundraisers are committed to CLAN's goals and will not engage in any activities that may harm CLAN, participants, the environment or members of the public
- 2) Specific expectations, responsibilities and obligations of each party are clear and in writing
- 3) CLAN is identified as the beneficiary of the funds
- 4) Contractors are clearly identified
- 5) CLAN retains the responsibility for approval of public use of images and messages.

## **9. Fundraising Risks**

- 1) Fundraising activities should not be undertaken if they will expose the organisation to significant financial risk.
- 2) Fundraising activities should not be undertaken if they may be detrimental to the good name or community standing of CLAN.
- 3) CLAN Fundraising campaigns will meet the following criteria:
  - a. They will not include overly emotive appeals to donors or exaggerate the negative consequences of donor inactivism
  - b. They will accurately portray intended recipients' situation and the intended solutions
  - c. They will adhere with the provisions of the Privacy Act 1988 with regards to the use of donor information.
  - d. Companies and organisations specifically excluded from making financial contributions to CLAN include gambling/tobacco/alcohol companies.
- 4). A fundraiser must not misrepresent or change conditions without CLAN's permission.

## **10. Reporting**

An accurate fundraising report will be prepared by a representative of the fundraising sub-committee for inclusion in CLAN's Annual Report. The Report may include for example, costs of fundraising versus funds raised, associated costs including time, management of events and volunteers, risks, unexpected situations and any challenges.

## **11. Policy review**

This policy will be reviewed bi-annually.

## **12. Associated CLAN documents**

- Counter Terrorism Policy
- Financial Impropriety Risk Management Policy
- Financial Management Policy
- Child Protection & Safeguarding Policy
- Risk Management Policy

## **13. References**

- ACFID Code of Conduct 2023
- ACFID Fundraising Charter
- Quality Assurance Framework
- Fair Trading NSW, Charitable Fundraising
- Fundraising Institute Australia (FIA), FIA Principles & Standards of Fundraising Practice
- FIA Code of Ethics and Professional Conduct
- FIA Code of Acceptance and Refusal of Donations
- OAGDS Overseas Aid Deduction Scheme
- Privacy Act 1988 (Cth) (amended 2014)

