

# Childhood Development Initiative



## Public Fundraising Policy November 2020

Name of Policy document:	Public Fundraising Policy
Lead Staff Member:	BDM
Date of Last Review:	November 2020
Date of Last Board Approval:	December 2020
Next Review Date:	November 2021

## 1. Introduction.

This document should be read in conjunction with all CDI Policies.

This Fundraising Policy is in compliance with the Statement of Guiding Principles for Fundraising which was drawn up for the Irish Charities sector in the context of the Charities Act (2009) and the Guidelines for Charitable Organisations on Fundraising from the Public which was published by the Charities Regulator in 2017.

The Charities Act has the stated objective of “ ... implementing agreed Codes of Good Practice in relation to the actual fund-raising operations ...”(ref).

The Statement sets out best practice for charities which fundraise from the public, based around core principles of respect, honesty and openness. This Fundraising Policy applies to any individual or group (volunteers or staff) who are undertaking fundraising activities on behalf of the Childhood Development Initiative (CDI).

A full copy of the Statement of Guiding Principles for Fundraising is available at <https://www.charitiesinstituteireland.ie/guidelines/>

A full copy of the Guidelines for Charitable Organisations on Fundraising from the Public (2017) is available at <https://www.charitiesregulator.ie/media/1083/guidance-for-fundraisingenglish.pdf>

Raising money from the public is not a regular CDI activity and is a departure from our normal activities. Therefore all public fundraising activity must have Board approval before commencing.

## 2. Public Fundraising Compliance Statement

As a charity seeking donations from the public CDI aims to comply with the Guidelines for Charitable Organisations on Fundraising from the Public. Specifically, CDI:

- Is committed to complying with the Guidelines for Charitable Organisations on Fundraising from the Public and has formally discussed and adopted the Guidelines at a meeting of our Board of Management.
- Confirms its commitment to the principles set out in the Guidelines for Charitable Organisations on Fundraising from the Public by a statement to that effect in our Annual Report.
- Has a Donor Charter which is consistent with the Guidelines for Charitable Organisations on Fundraising from the Public.
- Regularly monitors compliance with the Guidelines for Charitable Organisations on Fundraising from the Public and compliance reports are received by the Board of Management during a fundraising project.
- Considers the Guidelines for Charitable Organisations on Fundraising from the Public when planning all fundraising activity.
- Provides honest, open, accountable and transparent disclosure when fundraising from the public.
- Has appointed the Business Development Manager to be responsible for compliance with the Guidelines for Charitable Organisations on Fundraising from the Public.
- Ensures that fundraising staff are provided with information and training on the Guidelines for Charitable Organisations on Fundraising from the Public and its implementation.

- Has a feedback and complaints procedure consistent with the Guidelines for Charitable Organisations on Fundraising from the Public. Feedback is recorded for review by relevant staff including the CEO and Board of Management. Feedback is responded to promptly and appropriately.
- Prepares financial reports consistent with the requirements of the Charities Act 2009 and the Charities Regulator which include a statement concerning the extent to which control of the organisation is independent of its funding sources.
- Ensures that all donations are tracked and recorded and complies with data protection requirements.
- Is accessible to the public through a number of readily available contact options.

### **3) Responsibilities of those Managing Fundraising Activities**

CDI commits to the highest standards of good practice and to ensuring that all our fundraising activities are respectful, honest, open and legal. Any information obtained in confidence as part of the fundraising process must not be disclosed without express prior consent.

Those responsible for fundraising activities (or their designate, whether voluntary or paid) must:

- 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;
- Be responsible for ensuring that fundraisers are aware that they must disclose if they are employees of the organisation or third party agents;
- Provide, where possible, clear and adequate written or verbal information to the public about any relevant follow-up including telephone procedures;
- Have procedures to ensure that, wherever possible, particular caution is exercised when soliciting from people who may be considered vulnerable;
- Ensure that, where paid, fundraisers are remunerated by such methods that will avoid the incidence of pressure on the potential donor to donate;
- Where events organised in the charity's name are not known by the charity until after the fact, the charity will work with that fundraiser to ensure they are aware of the standards expected and that the fundraiser will apply them to any future events they hold for the charity;
- Where donations are raised through electronic means, for example through CDIs website, the level of security is of a sufficient standard to protect the confidentiality of donors credit card and other personal details;
- 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);
- Ensure there is signed confirmation that data is kept securely and confidentially and in compliance with the Data Protection Acts 1988 to 2018 and the General Data Protection Regulation;
- Ensure that the recruitment process screens potential recruits to indicate suitability (subject to data protection regulations);
- Where remunerated, ensure fundraisers are legally entitled to work in the jurisdiction;
- Be responsible for ensuring that, where paid, all fundraisers and third party agents are given appropriate contracts, to include a clause stipulating their compliance with the Statement of Guiding Principles for Fundraising, the Guidelines for Charitable Organisations on Fundraising from the Public and with any legal requirements that apply;

- Ensure that appropriate training, education and information is available to fundraisers to enable them to perform their roles effectively;
- Ensure as is reasonably practicable, fundraisers are not exposed to risks to their health and safety;
- Be generally responsible to explain to the public how fundraising is organised and to help educate the public about the realities of resourcing charitable organisations. Where specific questions are received these should be answered openly and honestly. The principle of informing the charity in advance and adhering to these standards will be highlighted as much as possible by CDI.

#### **4) Data Protection**

CDI follows all appropriate procedures when handling and processing personal data from individuals and/or donors.

All personal data will be collected fairly and lawfully and information which can be identified or attributed to one or more individuals and/or donors must be treated as confidential.

CDI will comply with all legal requirements with regard to data protection legislation, in particular relevant guidance issued by the Data Protection Commissioner, and the Data Protection in the Charity and Voluntary Sector Guidelines, as well as guidance relating to direct and inter-active marketing, including direct mail, email, telemarketing, digital and social media marketing, SMS text etc. CDI respects donors' stated preferences regarding contact by the CDI and will make it easy to communicate these preferences.

Where a third party firm or agent is employed by CDI to fundraise, the public have a right to reasonably assume that any data they provide is held only by the CDI and not by the third party.

#### **5) Financial Transparency and Accountability**

CDI is fully committed to financial accountability which goes to the heart of transparency and is particularly important in the context of fundraising by charities. We follow the following procedures:

- Cash received is collected, counted and recorded by two or more individuals.
- Cash is counted in a secure environment and held in the safe in the office until it is possible to bank it.
- Wherever possible, cash is banked immediately.
- For security two people should bank the cash, where practical. Income summaries are reconciled immediately after banking the cash, and where practical, this is undertaken by a person other than those involved in the counting and cashing up of the money;
- Records are made of donations for specific purposes (to certain appeals or projects) to ensure that the terms of donations are complied with. CDI ensures that accepted donations are used to support the purposes in accordance with the conditions attached to the donation;
- Where CDI is in receipt of funds restricted to certain purposes or projects and where CDI cannot realistically apply the funds within a reasonable timeframe to that purpose or project, CDI, in consultation with the Charities Regulator, will allocate

those funds to a purpose as close as possible to the original intended purpose.

Where practical, this change will be communicated to the specific donor(s);

- All funds will be used reasonably and prudently in the interests of CDI. This involves ensuring that remuneration of fundraisers is proportionate to the benefit reasonably expected to be obtained. Payments to fundraisers must not be excessive;
- CDI will make it clear to all volunteers that anyone raising money must ensure that CDI receives all that money. Volunteers should have only their out-of-pocket expenses reimbursed, on the basis of receipts provided (if applicable);
- CDI operates a culture of zero tolerance to theft or fraud and any suspicions relating to such matters will be immediately raised by CDI with An Garda Síochána.

## **6) What to do if you have feedback**

If you have a comment about any aspect of our work, you can contact CDI in writing or by telephone. In the first instance, your comment will be dealt with by our Chief Executive. Please give us as much information as possible and let us know how you would like us to respond, providing relevant contact details.

### **Write to:**

Chief Executive Officer  
Childhood Development Initiative  
St Marks Family & Youth Centre  
Cookstown Lane

Fettercairn

Tallaght

Dublin 24

D24 PK 6P

Tel: +353 1 4940030

Email: [info@cdi.ie](mailto:info@cdi.ie)

We are open 5 days a week from 9.00 am to 5.30 pm.

## **Donor Charter**

As a charity seeking donations from the public, we the Childhood Development Initiative (CDI), aim to comply with the Guidelines for Charitable Organisations on Fundraising from the Public.

Our pledge is to treat all our donors with respect, honesty and openness.

We commit to being accountable and transparent so that donors and prospective donors can have full confidence in Childhood Development Initiative.

We promise we will effectively apply your gifts to us for their intended purposes. We commit that you, our donors and prospective donors will:

Be informed of the organisation's mission, and of the way the organisation intends to use donated resources.

Be informed of the identity of those serving on the organisation's governing Board of Management;

Be assured that the Board will exercise prudent judgement in its stewardship responsibilities.

Have access to the organisation's most recent financial statements.

Be assured your gifts will be used for the purposes for which they were given.

Receive appropriate acknowledgement and recognition.

Be assured that information about your donation is handled with respect and with confidentiality to the extent provided by law.

Expect that all relationships with individuals representing the charity will be dealt with professionally.

Be informed whether those seeking donations are volunteers, employees of the organisation or hired third party agents.

Have easy access to the agreed procedures for making and responding to complaints.

Have the opportunity for any names to be deleted from mailing lists and to be informed if the organisation intends to share the mailing lists with third parties.

Receive prompt, truthful and forthright answers to questions you might have of the organisation.