



Fairtrade Australia & New Zealand

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Fairtrade ANZ Fundraising Policy

Introduction and Purpose

Fairtrade ANZ is a public benevolent institution with deductible gift recipient status.

Fairtrade ANZ is committed to ensuring that all fundraising activities carried out by or on behalf of Fairtrade ANZ occur in an ethical and transparent manner, protecting both donor and beneficiary.

The purpose of this policy is to identify Fairtrade ANZ's position on fundraising and to document the process and standards that Fairtrade ANZ adopts when considering whether or not to accept financial or in-kind donations from private organisations or members of the public.

Fairtrade ANZ acknowledges the importance of maintaining high ethical practices with fundraising methods and distribution so that public trust in the sector deepens.

Fairtrade ANZ reserves the right to decline any donation, gift or sponsorship.

Related Policies

- Anti-Fraud and Corruption Policy
- Capacity Building Policy
- Complaints Handling Policy
- Control of Funds Policy
- Counter-Terrorism Policy
- Gender Equality Policy
- Partnerships Policy
- Non-Development Policy
- Protection from Sexual Exploitation and Abuse Policy
- Protection Policy for Child and Vulnerable Adults
- Whistleblowing Protection Policy

Scope

This policy applies to:

- All personnel and associates of Fairtrade ANZ, including permanent, fixed term and casual employees, contractors, interns, volunteers and Board and Committee members; and
- All partners and stakeholders, who are directly or indirectly engaged with Fairtrade ANZ's fundraising work both domestically and internationally.

Definitions

Beneficiary means any person or entity which receives a benefit from a donation or fundraising activity by or on behalf of Fairtrade ANZ.

Donation means a voluntary contribution by a donor of money, property, goods or services to Fairtrade ANZ for the purpose of furthering that organisation's objects.

Donor means an individual or other entity that makes a contribution of value to Fairtrade ANZ to further Fairtrade ANZ objects. A donor includes prospective donors and an individual or entity that has previously made a donation.

Fundraising activity means an activity carried out by a person, company or organisation, whether for remuneration or as a volunteer, for the purpose of raising funds for the objects of Fairtrade ANZ.

Fundraising material means any material in connection with a donation, fundraising activity or an organisation whether in printed, electronic or verbal form made available by a donor or Fairtrade ANZ to any person.

Guiding Principles

Fairtrade ANZ has adopted the following principles for our fundraising policy which must be adhered to by all Fairtrade ANZ personnel and associates and all partners and stakeholders involved in Fairtrade ANZ fundraising activities:

Principle 1: **Honesty**

We must demonstrate honesty at all times with our interactions and the promises made to partners, donors, and beneficiaries alike and ensure our activities align with those promises and our purpose.

Principle 2: **Accountability**

We will ensure that we are transparent about the use of funds and have accountability measures that can prove the direction and effectiveness of funds externally raised. Records should be clear and accessible.

Principle 3: **Empathy**

We will remember that fundraising is not solely about the monetary aspect but also about human cost and therefore we will be compassionate, aware of freedom of choice, and have regard for human dignity in our fundraising processes.

Principle 4: **Integrity**

We will be aware of our responsibility under law when dealing with external funding, ensuring to avoid any conflict of interests and behaving in an ethical way as to avoid any personal or professional misconduct.

Principle 5: **Continual improvement**

We strive to continually improve our approach to fundraising and the quality of services and activities delivered using donor funds.

Policy

Acceptance and use of donations

General

Fairtrade ANZ may accept donations from members of the public or private organisations. All fundraising activities carried out by or on behalf of Fairtrade ANZ must comply with:

- all relevant fundraising laws;
- the [ACFID Fundraising Charter](#);
- the [Fundraising Institute of New Zealand \(FINZ\) Code of Ethics and Professional Conduct](#)
- this policy.

All monies raised via fundraising activities or donations will be for the stated purpose of the appeal or donation (if any) and in all circumstances must comply with Fairtrade ANZ's objectives and purpose.

Nobody directly or indirectly employed by or volunteering for Fairtrade ANZ may accept commissions, bonuses or payments for fundraising activities on behalf of Fairtrade ANZ.

No fundraising requests shall be undertaken by unsolicited telephone calls or door-to-door.

Proposed fundraising activities and donations, as well as all fundraising materials, must first be assessed and approved in accordance with this policy.

Engaging in disreputable activities

Fairtrade ANZ will not accept donations from individuals or businesses directly involved in the following:

- Arms and weapons
- Tobacco**
- Gambling**
- Adult content (e.g. pornography)

** discretion may be applied to accept donations from government backed public lottery funds and commercial retail partners that have interests in gambling and/or tobacco, subject to a risk assessment in accordance with the ethical decision-making process and approval by the Board.

Companies or potential donors responsible for human and labour rights violations, major environmental abuses, or systematic corruption practices will be also excluded from partnering with Fairtrade ANZ. Any donations over the value of \$50,000 will be subject to a formal risk assessment as part of the ethical decision-making process, which will include considering if the potential donor has been engaged in any disreputable activities and if so, the materiality, gravity, frequency, impact, and response to such controversies.

Donations from political parties will not be accepted. Donations from politicians and civil servants may be accepted and are subject to the same ethical considerations as donations from other individuals.

Anonymous donations

Anonymous donations will be accepted; however significant anonymous donations (to the value of \$50,000 or more) will be subject to a risk assessment in accordance with the ethical decision-making process set out below.

Ethical decision-making and risk assessment process

Fairtrade ANZ will apply a framework of ethical decision making and risk assessment to the development of all fundraising activities as well as the acceptance of donations.

This framework includes considering whether the proposed fundraising activity and/or donation(s):

- support activities that are directly related to Fairtrade ANZ's objectives (as set out in the Fairtrade ANZ Constitution);
- is consistent with Fairtrade ANZ's values;
- does not give rise to an actual or perceived conflict of interest for the donor, Fairtrade ANZ or any Fairtrade ANZ personnel and associates;
- complies with, and does not contravene (or risk contravention of) all of Fairtrade ANZ's policies – including (but not limited to), Fairtrade ANZ's Counter-Terrorism Policy; Protection Policy for Children and Vulnerable Adults; Protection from Sexual Exploitation and Abuse Policy; Partnerships Policy; Gender Equality Policy and Non-Development Policy;
- recognises and balances the interests of donors and producers but give primacy to the interests of producers, as Fairtrade ANZ's primary stakeholders and beneficiaries; and
- does not contain any conditions or requirements that may impact Fairtrade ANZ's independence or reputation;
- does not create significant financial, reputational or other risks for Fairtrade ANZ including potential exposure to litigation, negative publicity or operational challenges in delivering activities for beneficiaries using the donation(s) consistent with Fairtrade ANZ's objectives and purpose.

Fairtrade ANZ may request additional information from donors for the purpose of completing the ethical decision-making and risk assessment process.

Fundraising materials

All fundraising materials prepared by, or on behalf of Fairtrade ANZ must be truthful and:

- include Fairtrade ANZ's identity including name, address, ABN and purpose;

- accurately represent the context, situation, proposed solutions and intended meaning of information provided by affected people;
- portray affected people in a way that respects their dignity, values, history, religion, language and culture;
- clearly state if there is a specific purpose of each donation;
- avoid material omissions, exaggerations, misleading visual portrayals and overstating the need or what the donor's response may achieve.

All images and messages used for fundraising by, or on behalf of Fairtrade ANZ must not:

- be untruthful, exaggerated or misleading (e.g. not doctored, created as fiction or misrepresenting the country, etc.);
- threaten the dignity and privacy of the beneficiaries of the fundraising activities;
- be used if they may endanger the people they are portraying;
- be used without the free, prior and informed consent of the person(s) portrayed, including children or vulnerable adults (which requires consent from their parents or guardians);
- present people in a dehumanising manner;
- infringe any of Fairtrade ANZ's policies, including, in particular, Fairtrade ANZ's Protection Policy for Children and Vulnerable Adults and Protection from Sexual Exploitation and Abuse Policy; and
- feature dead bodies or dying people.

All images and messages proposed to be used in fundraising materials, must be approved by the Fairtrade ANZ Marketing and Community Engagement Manager in accordance with Fairtrade ANZ's ethical decision-making framework for communications.

Rights of Donors

Informing the Donor

Where a donor so requests, they have the right to be informed of:

- the intended use of a donation;
- the capacity and timeframe of Fairtrade ANZ to use a donation for its intended use;
- how to access Fairtrade ANZ's most recent annual report and audited financial statements;
- how to apply to see their records held by Fairtrade ANZ and request changes to ensure accuracy; and
- how to lodge a complaint under Fairtrade ANZ's Complaints Handling Policy or under the ACFID and/or CID Code Complaints Process.

Fairtrade ANZ will ensure that a donor receives a prompt response to questions regarding information listed above.

Respecting Donors

Fairtrade ANZ will ensure that:

- all donations are promptly and appropriately acknowledged and recorded;
- a donor is not subjected to undue influence, harassment, intimidation or coercion when approached for a donation;
- a donor has given prior approval before any recognition of their donation is made public; and
- a donor is advised to seek independent advice if Fairtrade ANZ has reason to believe that a donation may affect the donor's financial position, taxable income, or relationship with family members.

Fairtrade ANZ will comply with a donor's request to:

- be provided with a written receipt of their donation in accordance with the relevant legislative requirements for taxable donations;
- not make a donation;
- limit to a certain amount, the frequency of communications and/or solicitations by Fairtrade ANZ to the donor;

- not be solicited by mail, phone or other technology; or
- not receive printed material concerning Fairtrade ANZ.

Fairtrade ANZ will respect donor privacy:

- a) all donor information will be managed in accordance with relevant privacy legislation in Australia and New Zealand.
- b) All information concerning donors or prospective donors, including their names, addresses and telephone numbers, the names of their beneficiaries, the amount of their gift, etc., shall be kept strictly confidential by Fairtrade ANZ personnel and associates, unless permission is obtained from donors to release such information.

Third parties

Any proposal to outsource fundraising activities to a third party must be approved by the Board. If the Board approves outsourcing of fundraising activities to a third party, Fairtrade ANZ will have signed written contracts with the third parties that meet legislative and regulatory requirements. These contracts will specify expectations, responsibilities and obligations of each party.

The third party will be required to comply with this policy when undertaking fundraising activities on behalf of Fairtrade ANZ.

Any form of fundraising undertaken by the third party will clearly identify Fairtrade ANZ as the beneficiary of the funds.

Complaints

If there is reason to believe that Fairtrade ANZ has breached any section of this policy in relation to our fundraising practices, a complaint may be made in accordance with the Fairtrade ANZ Complaints Handling Policy and/or Whistleblowing Protection Policy.

Compliance Reporting

Fairtrade ANZ must report on its compliance with this policy and the ACFID Fundraising Charter to the Fairtrade ANZ Board at least once per year.

Approval and Review

This policy will be reviewed at least once every 3 years or as required.

Version	Approval Date	Key Changes
v.1		