

ETHICAL FUNDRAISING POLICY



EDUCATING
THE FUTURE

Policy number:	4	Version:	2.0
Drafted by:	Finance, Audit and Risk Committee	Approved by Board on:	6 October 2020 (amended on 13 September 2021)
Responsible person:	Managing Director, Fundraising Leader(s), Company Secretary	Scheduled review date	6 October 2021

PURPOSE

The purpose of this document is to identify Educating The Future's position on fundraising practice and to document the standards expected in raising funds from the community. This policy applies to the Board, volunteers and any future casual, permanent or contracted staff.

SCOPE

The scope of this policy encapsulates any activities that involve the raising of funds for Educating The Future, in particular from the communications department. This includes any applications for sponsorships and grants from a variety of sources, individual fundraising, events and any activity that gathers funds.

POLICY

1. Fundraising activities carried out will comply with all relevant laws and be carried out in the spirit of the Australian Council for International Development (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. Educating The Future will at all times avoid material omissions, exaggerations, misleading visual portrayals and overstating the need or what the donor's response may achieve.
3. All monies raised via fundraising activities will be for the stated purpose of the appeal. If funds are restricted, they will be stored in a separate fund as determined by the relevant Financial Authority.
4. All legislative requirements for fundraising will be met.
5. The privacy of Donors, consistent with the Privacy Act, will be met.
 - 5.1. All personal information collected in the course of fundraising activities by Educating The Future is confidential and is not for sale or to be given away or disclosed.
6. Nobody directly or indirectly employed by or volunteering for Educating The Future shall accept commission, bonuses or payments for fundraising activities. Volunteers,

Board members, or staff must not materially benefit from a donation to Educating The Future.

7. Fundraising activities should not be undertaken if they may be detrimental to the reputation of Educating The Future.
8. If outsourcing fundraising activities, Members will ensure that:
 - 8.1. Contracts are in place which meet all relevant legislative and regulatory requirements;
 - 8.2. Specific expectations, responsibilities and obligations of each party are clear and in writing;
 - 8.3. Members are identified as the beneficiaries of the funds;
 - 8.4. Contractors are clearly identified.
9. Educating The Future may accept a donation for a specific activity conducted by the organisation provided that:
 - 9.1. The activity is directly related to the organisation's objects;
 - 9.2. Is practically achievable by the organisation; and
 - 9.3. If the Fundraising Authority is unsure whether to accept the donation, the concern will be raised at the next Finance, Audit and Risk Committee meeting (occurring monthly) before acceptance of the donation.
 - 9.4. If the Finance, Audit and Risk committee are unsure, the matter will be escalated to the Board of Directors for a decision.
10. Possible reasons for refusing a donation include:
 - 10.1. Incompatibility between a donor's activities or policies and the values espoused within Educating the Futures constitution (e.g. a tobacco company);
 - 10.2. The cost of accepting the donation will be greater than the value of the donation
 - 10.2.1 Whether there are any legal implications when accepting the donation
 - 10.3. Educating The Future has a reasonable belief that the donor is in vulnerable circumstances or lacks capacity to make a decision or donate; and
 - 10.4. To do so would compromise the interests or objectives of Educating The Future.
11. Educating The Future will comply with a Donor's:
 - 11.1. Refusal to make a donation;
 - 11.2. Request not to receive any future solicitations;
 - 11.3. Request to be contracted a more convenient time or by a more convenient method; and
 - 11.4. Request to limit the number, type of frequency of solicitations.
12. Every volunteer of Educating The Future who has signed the Volunteer Agreement form is authorised to accept or refuse a donation equal to or under \$10,000 AUD.
 - 12.1. Donations above \$10,000 require acceptance or refusal by a board member of Educating The Future.
13. Members of Educating The Future should not allow personal interests or relationships to dictate the acceptance or refusal of a donation.

Communication and Fundraising

1. Images and messages used for fundraising will not:
 - 1.1. Be misleading or untruthful;

- 1.2. Be used if it puts people in the image at risk;
 - 1.3. Be used without the free, prior and informed consent of those portrayed;
 - 1.4. Present people in a dehumanised manner;
 - 1.5. Infringe child protection policies and in particular show children in a naked and/or sexualised manner;
 - 1.6. Feature dead or dying people; or
 - 1.7. Omit, exaggerate, mislead visual portrayals or overstate the need or what the donor's response may achieve.
2. All fundraising material will:
 - 2.1. Include Educating The Future's name, ABN, address, and purpose;
 - 2.2. Clearly state if there is a specific purpose of each donation; and
 - 2.3. Accurately represent the context, situation, proposed solutions and intended meaning of information provided by affected people.

Ethical Decision Making Framework

1. Before making a decision regarding fundraising, a volunteer, agent, responsible person or partner of Educating the Future must follow these steps;
 - 1.1. Gather the Facts;
 - 1.2. Define potential or actual ethical issues in the situation
 - 1.2.1. In the event of multiple ethical issues, focus on each separately.
 - 1.3. Identify the affected parties;
 - 1.3.1. Identify all the stakeholders.
 - 1.3.2. Try to see the ethical issues through the eyes of those individuals or communities affected.
 - 1.4. Identify the consequences;
 - 1.4.1. This may include short term or long term consequences.
 - 1.4.2. Consider the magnitude of the consequences and the probability that the consequences will happen
 - 1.5. Identify the relevant principles, rights and legal issues;
 - 1.6. Consider if the consequences align with Educating the Futures Character;
 - 1.6.1. How would this reflect on Educating the Future's Integrity?
2. If the ethical decision making framework has been consulted and the individual still has concerns, the matter must be discussed with the Managing Director.

REVIEW

This policy shall be disseminated through an appropriate directive to all Educating The Future stakeholders and necessary persons through the relevant channel.

This policy will be reviewed every two years.