

## **FUNDRAISING POLICY**

February 2018

### **INTRODUCTION**

Opportunity International Australia (Opportunity) seeks funding and support from individuals, organisations, trusts and foundations and government agencies in order to carry out its mission to alleviate global poverty. We are committed to the highest ethical standards in the way we request and accept funds, keep records of gifts received and engage with current and potential supporters. This document outlines key principles and ethical practices in relation to fundraising, including the administration of gifts, gift refusal and sponsorship.

### **PURPOSE**

Opportunity is endorsed as a Deductible Gift Recipient (DGR) by the Australian Taxation Office (ATO) to accept tax-deductible gifts of money and property in Australia. This policy's purpose is to ensure that Opportunity adopts and carries out ethical fundraising practices for all fundraising activities with our supporters (individuals, trusts and foundations, corporations, and government) to build transparent, reputable and productive partnerships. Opportunity believes that ethical fundraising is vital to the fundraising profession, international development and non-profit community. Furthermore, the community has a right to expect honesty, integrity and competence from individuals acting on behalf of Opportunity.

### **SCOPE**

This policy applies to all fundraising activities conducted on behalf of Opportunity by our employees, volunteers and suppliers. Fundraisers may be staff, contracted employees, interns, Directors, Ambassadors and/or volunteers. Non-staff fundraising activities are subject to the approval of Opportunity.

### **FUNDRAISING PRINCIPLES**

Opportunity is committed to conducting its fundraising activities to the highest ethical standards, valuing privacy, confidentiality, trust and integrity. Opportunity is committed to complying with all Federal, State and Municipal laws and regulations applicable to Fundraising. We are open about the work we do, including how funds are raised, managed and disbursed.

Opportunity seeks philanthropic gifts from supporters through various campaigns, appeals and personal requests to support our strategic plans and goals.

The following principles will guide our fundraising activities:

- We seek to develop long-term, meaningful relationships with supporters
- We will not exploit our relationships with supporters
- We will fundraise with respect for the supporter's free choice, without the use of pressure, undue influence, harassment, intimidation or coercion
- We will provide supporters with accurate and timely information about how donations are used and the impact of their giving

- We will use materials and techniques that respect the rights of beneficiaries of the gifts to preserve their dignity and self-respect
- We will only use information that is accurate, truthful and not misleading
- We will maintain appropriate professional relationships with supporters in connection with gifts or bequests
- We will not prevent or discourage supporters from having a family member or trusted advisor present or from seeking independent legal advice when considering a gift
- We will advise supporters to seek independent advice where there is reason to believe a donation might adversely affect their financial situation or relationship with family members
- We will conduct our fundraising activities in accordance with Opportunity's policies and guidelines including, but not limited to, our:
  - Privacy Policy
  - Child Protection Policy
  - Photography guidelines
  - Conflict of Interest
  - Complaints Policy
  - Corruption and Fraud Prevention Policy
  - Communications Approval Process
- In the event Opportunity should outsource fundraising activities to be conducted by professional fundraising agencies on our behalf, we will ensure that:
  - Contracts are in place which meet all relevant legislative and regulatory requirements
  - Specific expectations, responsibilities and obligations of each party are clear and in writing
  - Opportunity is identified as the beneficiary of the funds, and
  - Contractors are clearly identified.

## **RESPECT FOR SUPPORTERS**

Opportunity is committed to treating supporters (including prospective supporters) with respect and will:

- Promptly and courteously respect and comply with a supporter's
  - decision to not make a donation
  - request to not receive any future communications
  - request to be contacted at a more convenient time or by a different method, and
  - request to limit the number, type or frequency of donation requests
- Readily make available, on request, information about our fundraising, including:
  - Opportunity's objectives and how we intend to use the donated funds
  - the capacity to use donations effectively for their intended purposes
  - fundraising costs, fees and expenses and the way funds are raised
  - Opportunity's most recent Annual Review and/or Financial Report
  - Opportunity's governance and Board of Directors, and
  - whether funds are being raised by volunteers, employees or suppliers.
- Each time we contact a supporter or prospective supporter, we provide information about how they can opt-out of receiving any further communications from Opportunity
- Ensure a supporter has given consent prior to any public recognition of their gift

- Ensure appropriate security measures are in place to protect supporters' information at all times.

### **FUNDRAISING MATERIAL**

Opportunity is committed to ensuring our promotional materials:

- Are truthful and accurately represent the context, situation, proposed solutions and intended meaning of information
- Avoid material omissions, exaggerations, misleading visual portrayals and overstating the need or what the supporter's response may achieve
- Include Opportunity's name, address, ABN and purpose
- Clearly state if there is a specific purpose of each donation
- Do not contain depictions that are demeaning, discriminatory, pornographic or unduly violent towards a person or group or feature images of dead bodies or dying people
- Only portray people in images or stories if free, prior and informed consent is obtained, and in the case of children, from their parents or guardians
- Do not disparage or endanger the people they are portraying, or infringe on child protection policies, or show children in a naked and/or sexualised manner
- Are not knowingly sent to a child without the consent of the child's parent or guardian
- Do not disparage others or infringe on the intellectual property rights of others, and
- Do not claim or imply that professional fundraising activities are carried out at no cost.

### **ADMINISTRATIVE PROCEDURES**

Opportunity is committed to efficient and transparent administrative procedures including:

- Providing supporters with accurate and dated receipts, in a timely manner (receipts may be provided by an authorised third party in some circumstances)
- Issuing receipts for fundraising collections such as raffles, auctions and proceeds from product sales for the net proceeds to the organiser
- Producing financial reports that comply with national and international accounting standards
- Building awareness of the funding provided by the Australian Government as required by DFAT including as guided by Opportunity's ANCP Communications Plan
- Respecting the privacy rights of supporters and complying with requests to remain anonymous
- Promptly acting on requests to be removed from mailing lists without presenting obstacles
- Complying with all Federal, State and Municipal laws and regulations applicable to fundraising.

### **GIFT ALLOCATION**

Donations can be given with a request for the funds to be restricted for specific purposes.

Gifts of \$2,500pa or over can be allocated to a particular program. Unless gifts are specifically requested for a particular purpose or program, gifts under \$2,500pa are subject to Opportunity's discretion in terms of use and may be allocated as deemed appropriate by Opportunity. Where appropriate, the supporter's intentions for a donation will be sought and documented and Opportunity will seek to honour those intentions while considering program needs.

When a preference is expressed for how a gift will be used, we refer to these gifts as designated funds and account for them separately so we can honour the supporter's wishes. If after receiving such a gift, Opportunity finds it is unable to meet the supporter's wishes, we will communicate with the supporter to obtain their consent to use the gift for another purpose.

## **GIFT REFUSAL**

Opportunity may decide at its absolute discretion to decline a gift. The CEO is authorised to accept or refuse a gift, after responsibly considering the consequences of accepting or refusing the gift, and consulting with the heads of the Fundraising and Programs teams. Gifts may be refused if:

- We have reason to believe that the supporter is in vulnerable circumstances or lacks capacity to make a decision to donate
- They impose or imply conditions that would limit, or appear to limit, Opportunity's ability to carry out its mission fully and impartially
- There are real or apparent conflicts of interest between the mission, values and objectives of Opportunity and those of the supporter, or the supporter's policies or activities are incompatible with Opportunity's
- They have the potential to adversely affect Opportunity's reputation or result in an adverse reaction from existing or potential supporters
- Gifts are inadequate for the intended purpose
- The cost of accepting the gift would be greater than the value of the gift
- There is reason to believe that accepting the gift may give rise to litigation
- Gifts are known to be the proceeds of criminal activity or obtained by illegal means, or
- Gifts are indirectly given and routed through an unauthorised third party by an individual or organisation restricted by this policy (NB: Opportunity may authorise or deauthorise third parties at any time).

## **SPONSORSHIPS**

The above fundraising principles also apply to sponsorships. Opportunity endeavours to establish clear expectations with sponsors through memorandums of understanding, regular engagement and impact reporting.

Unlike a gift, a sponsorship yields a direct benefit of goods or services for the sponsor. Typical sponsor benefits include event signage, logo usage and acknowledgment in publications. Typical sponsorship industries include philanthropic, entrepreneurial, Christian organisations, diaspora associations, banking, finance, and legal.

Opportunity is committed to a positive reputation and upholding its values, and may therefore decline sponsorships where there may be a conflict of interest or that may lead to adverse publicity. In addition, any proposed sponsors should have an appropriate public image and product and not carry an unreasonable cost associated with the sponsorship.

## **AFFILIATIONS**

### **ACNC**

Opportunity is registered as a charity with the Australian Charities & Not-for-profit Commission (ACNC) and complies with its ongoing obligations including reporting to the ACNC annually.

### **ACFID**

Opportunity is a full member of the Australian Council for International Development (ACFID) and a signatory to the ACFID Code of Conduct. Opportunity subscribes to the values of this Code, which set out the minimum standards of management, accountability and governance for international development organisations. Opportunity also adheres to ACFID's Fundraising Charter and reports to the Board of Directors annually on our compliance with the Charter.

### **FIA**

As an Organisational Member of the Fundraising Institute of Australia (FIA), Opportunity is committed to high ethical and professional standards for fundraising and is a signatory to the FIA Code. The FIA Code is a voluntary, self-regulatory code of conduct for fundraising in Australia that aims to raise standards of conduct across the sector by going beyond the requirements of government regulation. Its content is informed by the International Statement of Ethical Principles in Fundraising.

Opportunity ensures its staff, volunteers and suppliers which are engaged in fundraising activities on behalf of Opportunity complete training on this policy and the FIA Code within six months of their appointment. This helps them understand the Code requirements and ensures they do not act in ways that could result in Opportunity being in breach of the Code. A Director or the CEO signs off annually on Opportunity's adherence to the Code on behalf of the Board of Directors.