

Context

The following principles are designed to provide a nationally harmonised standard for fundraising in place of the current confusing, expensive and ineffective state-based system.

Underpinned by the Australian Consumer Law, Privacy Act, Telecommunications Industry Standard, local council regulations and the ACNC, but with states retaining their oversight and enforcement powers, these principles would lead to stronger fundraising *and* better regulation. These principles are designed to complement existing self-regulatory fundraising codes, and do not require any additional compliance to meet them.

Principles

As a charity registered with the Australian Charities and Not-for-profits Commission (ACNC), we pledge to take all reasonable steps to ensure our fundraising is lawful, truthful and transparent. To do this, we will adhere to the following principles of ethical fundraising practice.

1. We will not mislead or deceive or use false or inaccurate information when fundraising.
2. We will not place undue or unreasonable pressure on a person when fundraising, or act unconscionably in any way to obtain a donation.
3. When fundraising, we will take all reasonable measures to never exploit the trust, lack of knowledge, lack of capacity, apparent need for care and support, or vulnerable circumstances of any donor.
4. We will ensure that our fundraisers are always clearly, and individually, identifiable by the public.
5. We will take responsibility for the standards, practices and conduct of all our fundraising activities, regardless of who conducts them (us, or a contractor or agent on our behalf), or how they are delivered.
6. We will conduct all reasonable due diligence when engaging contractors or agents to assist, support or deliver fundraising activities on our behalf.
7. When we incur costs for our fundraising, such as using paid fundraisers or other contractors or agents, we will explain this as clearly and simply as possible to the public, before they choose to donate.
8. We will be open and honest in our annual reporting about our fundraising strategy, results and costs, and why they are appropriate for our cause at this time.
9. To justify the trust shown by donors in the efficient and effective use of the resources given to our organisation, when fundraising (and in our reporting) we will clearly explain the purpose to which funds raised will be, or have been, applied.
10. We will ensure that fundraisers employed, or directly engaged by us, only work within the designated hours of operation as permitted by relevant national, state/territory or local laws, or by a properly constituted self-regulatory body if no such laws exist.
11. We will only contact the public to seek support where we have the proper and lawful authority to do so, where this is required.
12. We will ensure personal information we collect, use and manage is done so in accordance with the Australian Privacy Principles.
13. We will take all reasonable measures to protect the health and well-being of fundraisers employed or directly engaged by us, and members of the public, during our fundraising activities.
14. We will operate a complaints process that allows for the proper investigation and redress of fundraising complaints by the public, and encourage anyone with any concerns about fundraising activity conducted in our name to contact us.

Charities Crisis Cabinet contacts on fundraising regulation:

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