

## ETHICAL FUNDRAISING POLICY

### INTRODUCTION

The Board of Project Independence (PI) is committed to ensuring that fundraising activities are carried out in an ethical manner.

This policy applies to the Board, casual, permanent and contract staff and volunteers.

### PURPOSE

The purpose of this document is to identify PI's position on fundraising practice and to document the standards expected in raising funds from the community.

### POLICY

PI's guiding fundraising principle is a simple one – we will only use techniques that we would be happy to be used on ourselves or those close to us. In doing so, PI will adhere to the following standards:

- Fundraising activities carried out by PI will comply with all the relevant laws.<sup>1</sup> Fundraising will only be conducted in locations where PI is permitted by law to conduct those activities. Any fundraising activity carried out online will be conducted from a location where PI is permitted to conduct fundraising. If PI's fundraising campaign is broader than the State or Territory in which it is authorised to fundraise, PI will consider whether further permissions are required.
  - Any communications to the public made in the course of carrying out a fundraising activity shall be truthful and not deceptive or misleading.
  - Fundraising activities will be undertaken in a manner that affords care and respect to the people that the funds are intended to assist (beneficiaries). Conduct that will ensure this standard is met includes, but is not limited to:
    - Seeking permission for the use of beneficiary images and/or personal information.
    - Consultation with beneficiaries to ensure they are being represented as they wish to be.
- Conduct that will be avoided in order to ensure this standard is met includes, but is not limited to:
- Highlighting or focusing on the impairment, dependency or disability of the beneficiary.
  - The use of disparaging language or imagery regarding the beneficiary.
  - Stating or implying a falsehood regarding a beneficiary.
- Fundraising material will clearly state the purpose for which the fundraising appeal is

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<sup>1</sup> Where, as in online fundraising, the rules are ambiguous or undefined, PI will follow general practice and make any necessary corrections once a specific rule has been established.



being conducted and will include a statement that, if funds raised exceed the amount needed for the stated purpose, those funds will be applied in accordance with PI's stated mission and purpose.

- All monies raised via fundraising activities will be applied in accordance with the statements included in fundraising material.
- Any restriction placed by a donor on the use of donated funds will be respected, or the donation returned.
- PI will report to its members, stakeholders, and donors on the outcomes of fundraising activities and on the expenditure of these funds.
- All personal information collected by PI is confidential, is not for sale or to be given away or disclosed to any third party without consent and will otherwise be handled in accordance with applicable law.
- Anyone directly or indirectly employed by or volunteering with PI is not permitted to accept any commission, bonus or payment for fundraising activities on behalf of PI.
- No general solicitations shall be undertaken by telephone or door-to-door.
- Fundraising activities should not be undertaken if they may be detrimental to the good name or community standing of PI.
- Financial contributions from companies, organisations and individuals that the Board has reason to consider unethical will not be accepted. Companies and organisations specifically excluded from making financial contributions include gambling, tobacco and alcohol companies.

Any employee or volunteer breaching these standards shall be subject to applicable sanctions.

#### **AUTHORISATION**

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