



Fundraising Policy and Procedures

1. Introduction

The Board of First Hike Project Inc. (**FHP**) is committed to ensuring that fundraising activities are carried out in an ethical manner.

2. Purpose

The purpose of this Fundraising Policy and Procedures (**Policy**) is to identify FHP's position on fundraising practice and to document the standards expected in raising funds from the community.

3. Scope

This Policy applies to all board members, staff, volunteers, contractors, visitors, donors and sponsors in Australia.

4. Principles

FHP's guiding fundraising principle is a simple one – we will only use techniques that we would be happy to be used on ourselves.

In doing so, FHP will adhere to the following standards:

- Fundraising Activities carried out by FHP will comply with all relevant laws
- any communications to the public made in the course of carrying out a Fundraising Activity shall be truthful and non-deceptive
- all monies raised via Fundraising Activities will be for the stated purpose of the appeal and will comply with FHP's stated mission and purpose
- all personal information collected by FHP is confidential and is not for sale or to be given away or disclosed to any third party without consent
- anyone directly or indirectly employed by or volunteering for FHP shall not accept commissions, bonuses or payments for fundraising activities on behalf of FHP
- 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 reputation of FHP
- financial contributions will only be accepted from companies, organisations and individuals the Board considers ethical

5. Definitions

Beneficiary means any person or entity which receives a benefit from FHP in pursuance of FHP's Objects.

Child or Children means a child under the age of 18.

Corporation means an entity incorporated under the Corporations Act 2001 (Cth) and established for the purpose of profit.

Complaint means a complaint is an expression of concern, dissatisfaction or frustration with the quality or delivery of service, a policy or procedure, or the conduct of another person.

Board Member means a person who is appointed or elected to the position of a board member of FHP.

Donation means a voluntary contribution by a Donor of money, property, goods or services to FHP for the purpose of furthering FHP's Objects. It does not include a sponsorship or community business partnership.

Donor means an individual or other entity that makes a contribution of value to FHP to further FHP's objects. A Donor includes prospective Donors and an individual or entity that has previously made a Donation. A Donor does not include an individual or entity that engages with FHP for the purpose of trade.

Fundraising Activity means an activity carried out by a person, corporation or organisation for the purpose of raising funds for the Objects of FHP.

Objects means the objective, purpose or cause as defined in FHP's Constitution.

Professional Misconduct means conduct by FHP that is a violation of the Principles that has serious adverse consequences to a Complainant or was committed intentionally by FHP.

Promotional Material means any material in connection with a Donation, Fundraising Activity or FHP whether in printed, electronic or verbal form made available by FHP to any person.

Sponsor means a third party who sponsors a Fundraising Activity for an agreed outcome.

Supplier means a third-party supplying goods or services for payment to FHP.

Trade Mark means a word or group of words, logo, image, colour, scent or shape (whether registered or unregistered) used by FHP to identify FHP.

Unsatisfactory Conduct means conduct that is neglectful of the Principles that has minor adverse consequences to a Complainant or both.

Volunteer means a person who performs a service for FHP without requiring compensation for performing the service.

6. Professional Conduct

- 6.1 FHP shall not engage in activities that may harm a Donor, a Beneficiary or members of the public.
- 6.2 FHP shall not engage in activities that bring the profession of fundraising into disrepute.
- 6.3 FHP will recognise their individual boundaries of competence and be truthful about their professional experience and qualifications.
- 6.4 FHP shall not engage in any activities which conflict with their fiduciary, ethical and legal obligations they represent.

7. Disclosure of Donations and Costs

- 7.1 Prior to undertaking a Fundraising Activity, FHP must not:

- guarantee fundraising results or promise compensation for failure to achieve fundraising results
- misrepresent past fundraising achievements
- fail to disclose any cost of fundraising

7.2 After obtaining a Donation, FHP must not change the conditions of the Donation without first communicating with the Donor any changes to the donation.

7.3 FHP shall not commit to fundraising expenditure unless the Board has approved such expenditure.

7.4 FHP must fully and accurately disclose to all Donations received and all costs incurred by a Donation program under FHP's control, including where possible a proportion of overhead costs.

8. Dignity and Privacy of Beneficiaries

8.1 FHP shall not threaten the dignity and privacy of a Beneficiary. For the purposes of this section a threat to the dignity and privacy of a Beneficiary includes, but is not limited to:

- passing a comment unnecessarily or negatively on the impairment, dependency or disability of a Beneficiary
- using language which suggests that the client is to be pitied or feared
- using children on Promotional Materials to raise funds for adult services, giving the impression that the clients are childlike
- stating or implying a falsehood regarding a Beneficiary
- depicting a Beneficiary's image or identity in Promotional Materials without that Beneficiary's written permission

8.2 FHP may use a term in relation to a Beneficiary where that term:

- is technically correct
- is used only for the purposes of describing an impairment or disability that affects a Beneficiary

9. Confidential Information

9.1 FHP shall not disclose to any member of the public:

- financial information (other than that disclosed in FHP's annual reports)
- security access codes or passwords into electronic data processing systems
- list of Beneficiaries without the prior written permission of FHP

9.2 Despite anything else in this Policy, where a Donor has expressly denied permission to FHP to do so, FHP must not disclose the identity of that Donor to any member of the public.

10. Identification

Wherever identification of FHP is required by this Policy, FHP must provide:

- full name
- corporate registration number (e.g. ABN, Charitable Collection Licence)
- full business address
- logo or Trade Mark

11. Promotional Materials

- 11.1 FHP must ensure that any Promotional Material used:
- is factually accurate, truthful and not likely to deceive or mislead any person
 - identifies FHP and its contact details for which the Promotional Material will be distributed
 - identifies the objective of FHP
 - complies with the relevant provisions of Competition and Consumer Act 2010 (Cth) and State or Territory equivalent legislation, (in particular those sections relating to misleading and deceptive conduct and false and misleading representations)
 - complies with the relevant Commonwealth, State or Territory legislation
 - is approved by FHP
- 11.2 Where FHP discloses a cost of fundraising in Promotional Materials, that cost must be factually accurate.
- 11.3 FHP must make the current annual report of an Organisation they represent freely available upon a reasonable request.
- 11.4 Promotional Materials must not include images which are derogatory of a person, group of people or any Organisation, discriminatory or unduly violent.

12. Compliance and Management of Complaints

- 12.1 FHP shall not engage in an activity during their fundraising work that reasonably appears to FHP to be a criminal offence or would constitute Professional Misconduct under this Policy.
- 12.2 FHP shall not engage in an activity during Fundraising that does not comply with fundraising legislation or appears to be a criminal offence.
- 12.3 FHP shall comply with anti-discrimination legislation regarding decisions based on race, sex, marital status, disability or religious belief.
- 12.4 FHP shall comply with all relevant Commonwealth, State and Territory legislation including the relevant provisions of Spam Act 2003 (Commonwealth), Competition and Consumer Act 2010 (Commonwealth), Privacy Act 1988 (Commonwealth) and the National Privacy Principles.

13. Resources

Code of Conduct
Child Protection Policy
Complaints and Complaint Handling Policy
Whistleblower Policy

14. Review

This Policy is reviewed on an annual basis.