AUSTRALIAN
COUNCIL
FOR
INTERNATIONAL
DEVELOPMENT

CODE OF CONDUCT

EMERGENCY RESPONSE CHECKLIST

In responding to any emergency situation, Code of Conduct signatories should make sure that they are aware of Code requirements that apply. Please take the opportunity to review the Code of Conduct and to make sure that the standards that the Code sets out don't get forgotten.

Please note that this checklist is only a guide to complying with the standards for appeals websites.

Full copies of the Code of Conduct and the Quality Assurance Framework provide the ACFID Fundraising Charter and explain the Code requirements in full. These documents can be downloaded from ACFID's website

If you have any questions about the Code's requirements, please contact the Code of Conduct secretariat at code@acfid.asn.au or (02) 8123 2222.

Appeals and fundraising messages must (ACFID Fundraising Charter):		Guidance comment
8.1.2	accurately identify the organisation (name, ABN, address and purpose).	Information should be clear on your organisation's website. Ensure your ABN can be found easily.
8.1.2	clearly state if there is a specific purpose of each donation.	Any donations page must clearly explain what donations will be used for. Information should include a portrayal of intended recipients, their situations and potential solutions. Examples of how donations are being used may include provision of food, shelter, clean water, blankets, mosquito nets, sanitation and child protection or an explanation of a specific program that you may be engaged with. It is often not clear exactly what will be done at the beginning of an emergency response. It would be appropriate in the early stages to identify planning and scoping activities that are going on. However, websites will need to be updated regularly as greater clarity on your response is developed

1

AUSTRALIAN
COUNCIL
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INTERNATIONAL
DEVELOPMENT

8.1.2	Accurately represent the context, situation, proposed solutions and intended meaning of information provided by affected people.	For more guidance see ACFID's Good Practice Toolkit resources. Available here.
8.1.2	Avoid material omissions, exaggerations, misleading visual portrayal and overstating the need or what a donor's response may achieve	Use messages and images which are consistent with this Code - those that put a human face or a personal story on the impact of a disaster, present a message of potential change; appeal on the basis of justice and common humanity rather than guilt; emphasise the positives rather than the negatives; portray a balanced picture of the needs and accomplishments of local communities.
8.1.2	The privacy requirements of donors, consistent with the Privacy Act (1988) are met	Check your privacy policy is up-to-date and on your website.
Resource management (General):		
8.3.3	If reporting financial ratios, Members will apply ACFID's Financial Definitions in their calculations and accompany any use of ratios with a note explaining how these have been determined.	If you use ratios (e.g. administration/donation ratios) on your appeal material, clearly state how they were determined including defining key terms such administration or fundraising etc. This allows donors to understand and compare how different agencies are operating.
		Good practice: *Organisation Y informs its donors on its emergency appeals webpage that there are administrative expenses for receiving and receipting donations for its international appeal. Final costs can only be estimated after the appeal has concluded. However, in previous emergency appeals, Organisation Y contained administrative costs to X% of total funds expensed. This Is explained further in our annual report, available **here***
Communication:		
8.1.2	Images and messages used for fundraising will not: - Be untruthful, exaggerated or misleading (e.g. not doctored, not created as fiction or misrepresenting the country etc.) - Be used if they endanger the people they are portraying - Be used without the free, prior and informed consent of the person/s	For more guidance see ACFID's Good Practice Toolkit resources. Available here.

	portrayed, including children, their parents or guardians	
	- Present people in a dehumanised manner	
	- Infringe child protection policies and in particular show children in a naked and/or sexualised manner	
	- Feature dead bodies or dying people	
6.2.1	Members communications are accurate, respectful and protect privacy and dignity	Members should avoid messages or images which portray women and men, boys and girls as hopeless objects of pity rather than as participants in activities which reflect their daily lives. Images used should be credited and where possible provide a description.
6.2.3	Members are respectful and considerate of the reputation of other ACFID members.	Members can minimise any risk with regard to this indicator by confining their public statements to description of their own merits rather than comparisons with other development organisations
Separation of development and non-development activities:		
7.3.2	Member development initiatives consistently demonstrate the separation of development activities from non-development activities.	For those organisations who undertake nondevelopment activity, it is essential that fundraising and donation streams are clearly separated for development and non-development activity. This may require multiple options for donations and effective tracking of these donation streams.
		If funds are only being raised for non-development activity, a statement to that effect should be included on the donations page of the website.