



Fundraising Institute Australia

PO Box 642, Chatswood NSW 2057

P 02 9411 6644 F 02 9411 6655

E admin@fia.org.au www.fia.org.au

Principles and Standards of Fundraising Practice

Ethical and best practice guidelines
for professional fundraisers

Code of Ethics and Professional Conduct

The following Ethical Principles have guided development of FIA's Principles and Standards of Fundraising Practice. The Principles of Fundraising Practice conform to the International Statement of Ethical Principles of Fundraising and serve to mark the aspirations of FIA.

The Ethical Principles are:

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| Honesty | FIA members should act honestly and truthfully so that public trust is protected and donors and beneficiaries are not misled. |
| Respect | FIA members should act with respect for the dignity of their profession and their organisation and with respect for the dignity of donors and beneficiaries. |
| Integrity | FIA members should act openly and with regard to their responsibility for public trust. They shall disclose all actual or potential conflicts of interest and avoid any appearance of ethical, personal or professional misconduct. |
| Empathy | FIA members should work in a way that promotes their purpose and encourages others to use the same professional standards and engagement. They shall value individual privacy, freedom of choice, and diversity in all its forms. |
| Transparency | FIA members should stimulate clear reports, about the work they do, the way donations are managed and disbursed, and cost and expenses, in an accurate and clear manner. |

Advancing Professional Fundraising

Introduction

FIA is the professional body that represents professional fundraising in Australia. In delivering its mission, FIA is concerned with:

- Providing the best professional development programs to lead and educate fundraisers;
- Developing standards of practice to enhance the integrity and professionalism of fundraisers and the fundraising sector; and
- Advocating the value of fundraising to society and governments in order to empower fundraisers in their work in and with communities.

FIA members champion and promote fundraising as a profession. They maintain the highest standards of fundraising, engage in the work of FIA, commit to its mission and are at all times fully representative of the fundraising community. Ethical fundraising is vital to the fundraising profession if it is to provide its community with confidence for its cause.

The application of ethics in fundraising practice provides the fundraiser and the industry with the means to enter into ongoing relationships of trust with donors, supporters, Volunteers and importantly also with the Beneficiaries of funds raised.

FIA is required under its constitution to establish and maintain high standards of ethics for its Members.

Membership of FIA, at any level, is dependent on observance of the FIA Principles and Standards of Fundraising Practice. FIA enforces the Principles and Standards of Fundraising Practice, where necessary, by education programs for Members, cautions and warnings, or by suspending or withdrawing membership rights and privileges.

1. To whom does this Principle apply?

- 1.1 This Principle applies to FIA members. FIA will only monitor this Principle and enforce it if necessary against an FIA member.
- 1.2 This Principle does not replace nor override any law.

2. Definitions

Beneficiary	means any person or entity which receives a benefit from an Organisation in pursuance of the Organisation'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 notice in writing sent by any person to FIA, by way of a completed FIA Complaints Form, concerning an alleged breach by an FIA member of any part of the FIA Principles and Standards of Fundraising Practice.
Director	means a person who is appointed or elected to the position of a director of an Organisation or a Corporation.
Donation	means a voluntary contribution by a Donor of money, property, goods or services to an organisation for the purpose of furthering that organisation'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 an Organisation to further the Organisation'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 an Organisation for the purpose of trade.
Ethics Committee	means a committee established by the FIA Board pursuant to the Constitution for the purposes of making determinations on Complaints.
FIA	means Fundraising Institute Australia.
FIA member	means a person or organisation who is registered as an FIA member.
Fundraiser	means a person, Corporation or Organisation, who carries out activities, whether for remuneration or as a volunteer, for the purpose of raising Donations for the Objects of an Organisation.

Fundraising Activity	means an activity carried out by a person, Corporation or Organisation, whether for remuneration or as a Volunteer, for the purpose of raising funds for the Object of an Organisation.
Objects	means the objective, purpose or cause, however so defined in an Organisation's constituent documents.
Organisation	means an entity incorporated under Commonwealth, State or Territory legislation and established for a purpose other than profit.
Professional Misconduct	means conduct by an FIA member that is a violation of the Principles and Standards of Fundraising Practice that has serious adverse consequences to a Complainant or was committed intentionally by the Fundraiser or both.
Promotional Material	means any material in connection with a Donation, Fundraising Activity or an Organisation whether in printed, electronic or verbal form made available by a Fundraiser or Organisation 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 a Fundraiser and/or Organisation.
Tax	means all taxes payable in connection with a Fundraising Activity, including without limitation income tax, pay as you go (PAYG) and good and services tax (GST).
Trade Mark	means a word or group of words, logo, image, colour, scent or shape (whether registered or unregistered) used by an Organisation to identify the Organisation.
Unsatisfactory Conduct	means conduct by a FIA member that is neglectful of the Principles and Standards of Fundraising Practice or that has minor adverse consequences to a Complainant or both.
Volunteer	means a person who performs a service for an Organisation without requiring compensation for performing the service.

3. Professional Conduct

- 3.1 FIA complies with the International Statement of Ethical Principles in Fundraising which is set out on FIA's website for the information of FIA members and members of the public.
- 3.2 A Fundraiser must not engage in activities that may harm an Organisation, a Donor, a Beneficiary or members of the public.

- 3.3 A Fundraiser must not engage in activities that bring the profession of fundraising into disrepute. If a Fundraiser becomes aware of any such activity by any FIA member, they should make a complaint in writing to FIA's Chief Executive Officer so that it can be dealt with under the FIA Complaints Process.
- 3.4 A Fundraiser must recognise their individual boundaries of competence and be truthful about their professional experience and qualifications.
- 3.5 A Fundraiser must not engage in any activities which conflict with their fiduciary, ethical and legal obligations to the Organisations they represent.

4. Disclosure of Donations and Costs to an Organisation

- 4.1 Prior to undertaking a Fundraising Activity for an Organisation a Fundraiser must not:
 - a) guarantee fundraising results or promise compensation for failure to achieve fundraising results to the Organisation;
 - b) misrepresent past fundraising achievements by the Fundraiser to the Organisation; and
 - c) fail to disclose to the Organisation any cost of fundraising that they are aware of.
- 4.2 After obtaining a Donation, a Fundraiser or Organisation must not change the conditions of the Donation without first communicating with the Donor any changes to the donation.
- 4.3 A Fundraiser must not commit an Organisation to fundraising expenditure unless the Organisation has approved such an expenditure.
- 4.4 A Fundraiser must:
 - a) fully and accurately disclose to an Organisation all Donations received and all costs incurred by a Donation program under the Fundraiser's control, including where possible a proportion of overhead costs; and
 - b) encourage such disclosure by Organisation affiliated entities (for example state divisions, chapters, branches and auxiliaries).

- 4.5 An individual Fundraiser must not use a method of remuneration for their services that is calculated as a percentage of total funds raised by the Fundraiser.
- 4.6 Nothing in section 4.5 prevents a Fundraiser from using a method of remuneration for their services that is calculated as a performance-based remuneration referring to the amount of Donations obtained, providing that it is not calculated as a percentage of the total amount raised.
- 4.7 A Fundraiser must comply with the FIA Principles and Standards of Fundraising Practice.

5. Dignity and privacy of Beneficiaries

- 5.1 Fundraisers must not threaten the dignity and privacy of a Beneficiary of an Organisation. For the purposes of this section a threat to the dignity and privacy of a Beneficiary includes, but is not limited to:
 - a) a Fundraiser passing a comment unnecessarily or negatively on the impairment, dependency or disability of a Beneficiary;
 - b) a Fundraiser using language which suggests that the client is to be pitied or feared;
 - c) a Fundraiser using children on Promotional Materials to raise funds for adult services, giving the impression that the clients are childlike;
 - d) a Fundraiser stating or implying a falsehood regarding a Beneficiary; and
 - e) a Fundraiser depicting a Beneficiary's image or identity in Promotional Materials without that Beneficiary's written permission.
- 5.2 Despite section 5.1a, a Fundraiser may use a term in relation to a Beneficiary where that term:
 - a) is technically correct;
 - b) is used only for the purposes of describing an impairment or disability that affects a Beneficiary: and

- c) does not identify a particular Beneficiary without their express and written permission.

6. Confidential Information

- 6.1 A Fundraiser must not disclose to any member of the public an Organisation's:
- a) financial information (other than that disclosed in an Organisation's annual reports);
 - b) security access codes or passwords into electronic data processing systems; and
 - c) list of Beneficiaries;
- without the prior written permission of the Organisation.
- 6.2 Despite anything else in this Principle, where a Donor has expressly denied permission to an Organisation to do so, a Fundraiser must not disclose the identity of that Donor to any member of the public.
- 6.3 A Fundraiser must surrender any list, record or document belonging to an Organisation other than material freely available to the public, when the relationship between the Fundraiser and the Organisation comes to an end.

7. Organisation Identification

- 7.1 Wherever identification of an Organisation is required by this Principle a Fundraiser must provide that Organisation's:
- a) full name;
 - b) corporate registration number (for example ABN);
 - c) full business address; and
 - d) logo (if any).

8. Promotional Materials

- 8.1 A Fundraiser must ensure that any Promotional Material used:

- a) is factually accurate, truthful and not likely to deceive or mislead any person;
 - b) identifies the Organisation and its contact details for which the Promotional Material will be distributed;
 - c) identifies the objective of the Organisation;
 - d) 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);
 - e) complies with the relevant Commonwealth, State or Territory legislation; and
 - f) is approved by the Organisation.
- 8.2 Where a Fundraiser discloses a cost of fundraising in Promotional Materials, that cost must be factually accurate.
- 8.3 A Fundraiser must make the current annual report of an Organisation they represent freely available upon a reasonable request.
- 8.4 Promotional Materials must not include images which are derogatory of a person, group of people or any Organisation, discriminatory, pornographic or unduly violent.
- 8.5 Promotional Materials should not be sent knowingly to children under the age of 18 unless they have been requested in connection with a School Fundraising Activity.
- 8.6 Despite anything else in this section Promotional Materials may be part of a positive campaign by a Fundraiser to build public awareness, understanding and support for the Objects of an Organisation.

9. Compliance and Management of Complaints

- 9.1 A Fundraiser must not engage in an activity during their fundraising work that reasonably appears to the Fundraiser to be a criminal offence or would constitute Professional Misconduct under this Principle.

- 9.2 A Fundraiser must not engage in an activity during Fundraising that does not comply with fundraising legislation in their State or Territory or appears to be a criminal offence.
- 9.3 Where a Fundraiser is aware that an Organisation they work for does not comply with legislation, the Fundraiser must try to bring this to the Organisation's attention.
- 9.4 A Fundraiser must comply with anti-discrimination legislation regarding decisions based on race, sex, marital status, disability or religious belief.
- 9.5 FIA members must comply with FIA's Principles & Standards of Fundraising Practice and 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.
- 9.6 Complaints concerning the Principles and Standards of Fundraising Practice or the conduct of a FIA member will be determined by the FIA Ethics Committee in accordance with the FIA Complaints Process

