



A compassionate world where all are valued and supported
to live joyful, meaningful and sustainable lives

CODE OF CONDUCT FOR PUBLIC FUNDRAISING

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Drafted by	Davin Shellshear	Approved by Board on	25 April 2018
Responsible person	Irwan Wyllie	Scheduled review date	25 April 2020

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1 Definitions

“Act” means the NSW *Charitable Collections Act 1991*.

“Board” refers to members of DCI’s Board.

“CEO” is the Chief Executive Officer.

“Charitable organisations” includes all charitable organisations which conduct public fundraising in Australia, but is not limited to those organisations licensed under the Act.

“Commercial fundraising contractor” means for-profit organisations which for a fee or commission conduct public fundraising on behalf of other organisations.

“Committee” means the Charitable Collections Advisory Committee (CCAC) established pursuant to the Act.

“Donation” means a gift of cash or goods.

“Donor” means the person who gives.

“Guidelines” refers to the NSW Charitable Fundraising Guidelines.

Not-for-profit organisations” means charitable organisations and organisations which are not considered to be charitable under the Act, but which have not -for-profit objectives.

“One-off fundraising” means fundraising where, at the commencement of a fundraising program or campaign, it is intended that the organising body or process will be dissolved or wound up shortly after the conclusion of the program or campaign and the distribution of the funds raised.

“Public fundraising” includes but is not limited to:

- (a) all solicitations for cash and goods, as well as funds raised through the sale of goods and services and the use of gaming systems e.g. Electronic gambling (e.g. Keno), raffles, including public appeals conducted by individuals and organisations for not-for-profit purposes; and

all *methods* of public fundraising, including the sale of raffle tickets, telemarketing (for cash donations, the sale of goods and the sale of raffle tickets), doorknocking, street collections, mailouts, television and radio appeals, the sale of goods e.g. confectionery and services, unsolicited donations, clothing bins, special events and one-off events.

“Purchase” means to obtain goods and services for payment.

“Purchaser” means the person who purchases.

“Regulation” means the NSW Charitable Fundraising Regulation 2015.

“Staff” includes employees and contractors, but does not include *Occupants* (tenants, residents, guests and visitors) or *Stakeholders* (as defined in the Stakeholder Management Plan).

2 Policy

DCI conducts all fundraising in line with best practice and our values. DCI intends that its fundraising activities be conducted in all Australian States. To ensure all our fundraising practices are ethical, accountable and transparent, we adhere to the legislative requirements, principles and standards defined by the Fundraising Institute of Australia (fia.org.au) and Charitable Fundraising Acts and Guidelines in each State. For example, for NSW, these can be accessed at: www.fairtrading.nsw.gov.au/charitable-fundraising.

3 Principles

3.1 Principles

DCI will adhere to the following principles:

- fundraising activities will comply with all relevant laws;
- fundraising shall only be conducted for a justifiable need. DCI will state clearly the specific objective of the fundraising campaign and the proposal to be funded;
- no fundraising activity will ever place DCI's DGR status at risk;
- all fundraising activities will be preceded by effective due diligence on the projects that are the subject of fundraising;
- any communication 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 fundraising activity and will comply with DCI's mission, vision, values and purpose and in line with the Charitable Fundraising Act NSW 1991;
- fundraising activities will avoid offensive advertising or promotions;
- fundraising activities should not be undertaken if they may be detrimental to DCI's good name or community standing;
- fundraising activities will respect the privacy needs of donors and purchasers at all times.

3.2 Respect

All DCI personnel responsible for receiving and processing donations shall:

- respect and value all who donate;
- ensure donation processes are secure and transparent;
- build trusting relationships with regular donors, purchasers and partners;
- respond proactively to any issues arising in regard to donation refunds, (see also 4.7 Complaints);
- communicate respectfully and professionally with those who request a refund (see 4.7 Complaints);
- only sell or otherwise make available personal details of a donor or purchaser for use in campaigns by other organisations with the permission of that donor or purchaser;
- raise any issues or concerns that arise with DCI's Board, CEO or management regarding donation refunds.

3.3 Responsibility

NOTE: DCI's intention is that it will act responsibly at all times. Hence, **NO** fundraising can be conducted through a 'game of chance', i.e., lucky door prize, or gambling of any kind, (reference the general definition of Fundraising).

3.4 Style

DCI personnel will take care in ensuring fundraising is conducted in a friendly manner and recognise that it is the individual right of the members of the public to decide for themselves whether to donate, make a purchase, or not. DCI personnel shall avoid aggressive conduct during fundraising campaigns. It can harm donor willingness to give in the long term.

3.5 Approval

Fundraising projects can only be approved once they have passed DCI's due diligence assessment (MCI Funding Application - Due Diligence V0.2 - 160520).

Projects that meet the due diligence criteria will then be prioritised against Project Priority Criteria Master.xls, and the Board will decide which of the approved high priority projects will be funded by DCI.

The Board will maintain oversight of funded projects over their lives through regular reports by the CEO, discussion at Board Meetings, and other means specified by the Board.

4 Conducting Public Fundraising

4.1 Channels

DCI may choose to use any of the following channels for public fundraising:

- a) Face-to-face;
- b) Telemarketing;
- c) Online;
- d) Crowdfunding;
- e) Sales of goods and services;
- f) Community gaming activities;
- g) Television (including Telethons);
- h) Charitable Events; and
- i) Direct mail.

4.2 Spread of Fundraising

DCI wishes to be able to conduct fundraising in all Australian States and via public fundraising channels (e.g. gofundme). Hence DCI will maintain its fundraising approvals in all States.

4.3 Donations and Purchases Are Made in Good Faith

Members of the public have a right to be assured that funds given in support of a specific purpose are in fact applied to that purpose. Accordingly, in any fundraising:

- a) state the specific cause being funded on all promotional material;
- b) apply the funds raised to the purpose for which they were raised;
- c) if asked where funds received were applied, supply relevant information to the donor or purchaser; and
- d) keep records of donations and purchases made, and of where specific donations have been applied.

When a donation or purchase is solicited, tell the donor or purchaser how much of the funds raised will be used to meet the costs of raising the funds.

4.4 Keep Donors and Purchasers Informed

Ensure DCI uses its best endeavours to be able to inform donors or purchasers of:

- a) the projected costs associated with raising funds;
- b) the results of fundraising appeals;
- c) outcomes for those projects to which they have donated;
- d) the net proportion of the funds raised which it intends to return to the objectives being funded; and
- e) the actual costs incurred in raising funds.

4.5 Disclose Details

On all promotional materials and on request, clearly disclose organisational details and any commercial fundraising contractors employed.

The public should have access to as much information on DCI as possible. Promotional material should state:

- a) the name of the organisation;
- b) DCI's street address and phone number;
- c) its charitable collections licence number (if applicable);
- d) the permit number if a raffle or street collection is involved; and
- e) the name of any commercial fundraising contractor involved.

4.6 Identification of Collectors

Identify every collector by requiring them to wear a name tag which clearly discloses:

- a) the name of the organisation;
- b) the name of the collector; and
- c) whether the collector is voluntary or paid.

Collectors must also carry easy to read documentation that details the information contained in 4.3(a) and (b); 4.5 (a) and (b), and provide this information to potential donors.

4.7 Complaints

Establish procedures for handling complaints from the public and train DCI personnel and collectors in handling complaints courteously.

If a refund of a donation is requested, consider making a refund where:

- a) the donation was made for a specific purpose but, at the time of the request, had not been applied to that purpose; or
- b) the request is made by the personal representative of a person of unsound mind; and
- c) the request is made within a reasonable time after the donation was made.

A refund could be made in any circumstances or for any reason which DCI considers appropriate.

Comply with a donors' request that they be excluded from further mailings.

If a complainant is not satisfied, the complainant should be advised to approach ACNC or other relevant authority.

5 Accounting Procedures

DCI shall produce accurate information relating to public fundraising to ensure accountability to donors. Records must be kept in such a manner as will ensure that funds raised from the public are properly accounted for and the results of fundraising activities are verifiable.

All fundraising accounting within DCI shall comply with Dharma Care's Financial Management Policy.

5.1 Disclosure

Annual accounts shall be publicly available at a nominal fee.

5.2 Receipting Donations

All donations shall be receipted and recorded.

Donation receipts will comply with ATO rules relating to DGR receipts.

6 Policy Revision

This policy will be reviewed every year and amended as necessary, or earlier in accordance with any forthcoming legislation. All staff and occupants should pass suggestions or recommendations for the revision of any aspect of this policy through normal channels to the Chief Executive Officer.

7 Authorisation

Approved by the DCI Board on 12 December 2020



Signed (Chairman of Board)