



Policy:	Ethical Fundraising
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## 1.0 Purpose

## 2.0 Scope

## 3.0 Policy statement

## 4.0 Responsibilities

## 5.0 Definitions

### 1.0 Purpose

The tone of voice for RAC in the community is important. This document outlines the fundamental principles in which RAC will fundraise. This document is based on the FINZ Ethical Fundraising Policy.

### 2.0 Scope

This document applies to all RAC members that are involved in fundraising.

### 3.0 Policy statement

#### 3.1 Defining ethical behaviours

- a. Seeking support for a fundraising appeal, activity or event.

It is ethical to ask a person, organisation or company to contribute funds or support towards a charitable or community cause taking into account the donor's preferences as to the level, frequency and timing of a contribution.

It is ethical to ask someone to increase the value and/or frequency of their giving over time or in relation to a special event or circumstance where the request deviates from a normal request for support.

It is not ethical to ask – or continue to ask - a person, organisation or company to contribute funds or support if they have specifically indicated that they do not wish to be asked.

- b. Legitimate reasons for seeking funding

It is ethical for someone in a fundraising role to seek funding for reasons that are demonstrable and within the capability of RAC to apply and expend within a reasonable timeframe. That includes requests for contributions towards potential future expenditure, providing RAC is clear and transparent as to the basis for the funding request.

It is not ethical for RAC to seek funding where there is no demonstrable need for such funds, or there is no intention to release the funds for the purpose for which they were raised. Such behaviour not only harms those involved but also damages public confidence and brings fundraising activity into disrepute.

- c. Seeking funding support for future programmes

It is ethical to seek funding support for both current or potential need in whatever way represents the true nature of that need.

It is not ethical for RAC to misrepresent their case by portraying current or potential need in excess of reality, since had the reality been known, the donor may have declined their support.

- d. Accepting funding support

It is ethical for any individual, organisation or company to offer funding support where the terms and conditions for providing such support are legitimate, ethical and aligned with need.

It is not ethical if the offer amounts to coercion or imposes unacceptable conditions on the recipient organisation.

e. Upholding dignity

It is ethical for RAC, with explicit permission, to portray real people or situations providing they do so in ways that maintain the dignity of the people they represent.

It is not ethical to misrepresent people or situations where people's dignity or the reality of situations are artificially magnified for the purpose of raising funds and garnering support.

f. Organisational sustainability and funds management

It is ethical for RAC National to retain funds to ensure the ongoing operating viability of the organisation providing that such retained funds are managed in ways consistent with the organisation's objectives.

It is ethical for RAC National to retain funds from fundraising sources where the organisation has been instructed to do so in order to meet a specified purpose. That includes the retention of funds where it is specified that the capital be retained for a specified period of time or indefinitely.

It is not ethical for RAC National to raise funds for the overriding purpose of the retention of funds without clarity as to how such funds will be expended, unless there are mitigating circumstances which can be demonstrated.

g. Operating within the bounds of competence

It is ethical for RAC to seek and receive funding support where they are confident they possess the necessary competence and capability to develop or deliver the services proposed.

It is not ethical for RAC to make promises to donors and contributors that cannot be delivered on.

h. Managing conflicts of interest

It is ethical for conflicts of interest to be managed provided they are declared and a specified process for managing the conflict, including and up to disengagement is defined.

It is not ethical for conflicts of interest to arise that are neither declared by any party nor managed in a defined way.

i. Acceptance of diversity

It is ethical and encouraged that all Members embrace diversity in all its forms including giving voice and meaning to Te Tiriti o Waitangi.

It is unethical for any form of discrimination to be allowed to enter into any discussions or arrangements between a fundraising practitioner, recipient community or charitable organisation or donor or contributor in respect of either process or outcome.

### 3.2 Code of Conduct.

The Code of Conduct outlines the behaviours RAC National expects all RAC members to adhere to.

- a. A member must not engage in activities that may harm an organisation, a donor, a beneficiary, any member of the public or the reputation of Riders Against Cancer in particular.
- b. If a member becomes aware of activity that constitutes an actual or perceived breach of 3.2a, that member is obliged to report it to the president (either branch or national) so that it can be dealt with under the complaints process.

- c. Members shall only direct, manage or participate in fundraising practices, events or activities for causes that are consistent with charitable purposes specified in section 5 (1) of the Charities Act 2005, or for any other matter of public benefit
- d. Except where provided for under law, Members shall:
  - i. not undertake or be involved in any way in fundraising activity where a Member or their staff's earnings are partially or wholly based on a specified percentage of donated funds raised.
  - ii. not engage or remunerate any third party to solicit donations on such a basis
  - iii. use their best endeavours to dissuade any employing organisation or company from remunerating employed staff or third parties on such a basis.
- e. Members shall at all times act honestly and in such a manner that donors are not misled.
- f. Members shall not knowingly or recklessly disseminate false or misleading information.
- g. Members shall not disclose (except as may be required by statute or law) or make use of information given or obtained in confidence from RAC, suppliers or donors and funders without express prior consent.
- h. Before undertaking a fundraising event, project or role, a Member must not:
  - i. guarantee fundraising results or make such promises, including offering compensation for failure to achieve fundraising results
  - ii. misrepresent past fundraising achievements
  - iii. fail to disclose any direct or indirect costs of fundraising of which the Member is aware.
- i. Members shall not change the conditions of any donation received without first consulting on any proposed change with the donor or donor representative.
- j. Members shall only commit or be committed to fundraising activity or expenditure with agreement between relevant parties.
- k. Members must:
  - i. disclose and account for all donations, grants or other fundraising-related revenue received which are under their control
  - ii. disclose fundraising costs for any fundraising undertaking as accurately as possible where it is reasonable for such costs to be known or predicted
- l. Members must not accept payment that constitutes pecuniary gain for any individual in cash or kind in recompense for either business placed with a supplier or for funds received.
- m. A Member must not disclose:
  - i. confidential information in relation to any individual unless it is relevant and permissible under the Privacy Act 2020 or any subsequent amendments
  - ii. the identity of a donor or funder publicly unless they have expressly provided permission.
  - iii. any information regarding an individual without their express and written permission
  - iv. confidential information relating to an organisation.
- n. Where fundraising costs are disclosed in promotional material those costs must be factually correct.
- o. Promotional materials must not include derogatory images of a person, group of people or any organisation; derogatory images may include, but are not limited to, images which are discriminatory, pornographic or violent.

## 4.0 Responsibilities

ROLE	RESPONSIBILITY
National President	Oversee all fundraising
National Sponsorship Coordinator	Ensure all sponsorship is covered under this policy

## 5.0 Definitions

RAC - Riders Against Cancer Inc

RAC National - all members of RAC NZ wide

President = Branch or national president (or vice-president when president not available)