

## ETHICAL FUNDRAISING POLICY

### 1. Introduction

- 1.1 BETTER is committed to ensuring that fundraising activities are carried out in an ethical manner.
- 1.2 This policy applies to the Board, casual, permanent and contract staff and volunteers.

### 2. Purpose

The purpose of this document is to identify BETTER's position on fundraising practices and to document the standards expected in raising funds from the community

### 3. Policy

- 3.1 BETTER's guiding fundraising principle is a simple one – we will only use techniques that we would be happy to be used on ourselves or those close to us.
- 3.2 In doing so, BETTER will adhere to the following standards:
  - Fundraising activities carried out by BETTER will comply with all relevant laws.
  - Fundraising activities will only be conducted in locations where BETTER is permitted by law to conduct those activities. Any fundraising activity carried out online will be conducted from a location where BETTER is permitted to conduct fundraising. If BETTER's fundraising campaign is broader than the State or Territory in which it is authorised to fundraise, BETTER will consider whether further permissions are required.
  - Any communications to the public made in the course of carrying out a fundraising activity shall be truthful and not deceptive or misleading.
  - Fundraising activities will be undertaken in a manner that affords care and respect to the people that the funds are intended to assist. Conduct that will ensure this standard is met includes, but is not limited to:
    - seeking permission for the use of beneficiary images and/or personal information.
    - consultation with beneficiaries to ensure they are being represented as they wish to be
  - Conduct that will be avoided in order to ensure this standard is met includes, but is not limited to:
    - highlighting or focusing on the impairment, dependency or disability of a beneficiary
    - the use of disparaging language or imagery regarding the beneficiary
    - stating or implying a falsehood regarding a beneficiary.
  - Fundraising material will clearly state the purpose for which the fundraising appeal is being conducted and will include a statement that, if the funds raised exceed the amount needed for the stated purpose, those funds will be applied in accordance with BETTER's stated mission and purpose.

- All monies raised via fundraising activities will be applied in accordance with the statements included in fundraising material.
  - Any restriction placed by a donor on the use of donated funds will be respected where possible and where this restriction is not in contradiction to BETTER's stated mission and purpose, or the donation returned.
- 1.1 All personal information collected by BETTER is confidential, is not for sale or to be given away or disclosed to any third party without consent and will otherwise be handled in accordance with applicable law.
- Anyone directly or indirectly employed by or volunteering with BETTER is not permitted to accept any commission, bonus or payment for fundraising activities on behalf of BETTER.
  - 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 good name or community standing of BETTER.
  - Financial contributions from companies, organisations and individuals that the Board has reason to consider unethical will not be accepted. Companies and organisations specifically excluded from making financial contributions to BETTER include pharmaceutical, gambling, tobacco, and alcohol related companies.
- 3.3 Any employee or volunteer breaching these standards shall be subject to applicable sanctions.

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