



The responsibility of those managing fundraising activities

December 2019



Fundraisers and fundraising charities, such as the Blossom Ireland, commit themselves to the highest standards of good practice and to ensuring that all their fundraising activities are respectful, honest, open and legal. Any information obtained in confidence as part of the fundraising process must not be disclosed without express prior consent.

Those responsible (or their designate, whether voluntary or paid) must:

1. Be responsible for ensuring that fundraisers are aware of and can generally communicate the purpose of the organisation and of the specific fundraising efforts they are involved in;
2. Be responsible for ensuring that fundraisers are aware that they must disclose if they are employees of the organisation or third-party agents;
3. Provide, where possible, clear and adequate, written or verbal, information to the public about any relevant follow-up including telephone procedures;
4. Have procedures to ensure that, wherever possible, particular caution is exercised when soliciting from people who may be considered vulnerable;
5. Ensure that, where paid, fundraisers are remunerated by such methods that will avoid the incidence of pressure on the potential donor to donate;
6. Where events organised in the charity's name are not known by the charity until after the fact, the charity will work with that fundraiser to ensure they are aware of the standards expected and that the fundraiser will apply them to any future events they hold for the charity;
7. Where donations are raised through electronic means, for example through charities' websites, the level of security applied to such websites shall be of a sufficient standard to protect the confidentiality of donors credit card and other personal details;
8. Be responsible for ensuring that paid fundraisers are remunerated within the minimum wage regulations;
9. Ensure all public collections have a Garda permit, or where no permit is necessary, permission from the relevant authority (such as for collections in church grounds);
10. Ensure there is signed confirmation that data are kept securely and confidentially and in compliance with the Data Protection Acts 1988 and 2003;
11. Ensure that the recruitment process screens potential recruits to indicate suitability (subject to data protection regulations);
12. Where remunerated, ensure fundraisers are legally entitled to work in the jurisdiction;
13. Be responsible for ensuring that, where paid, all fundraisers and third-party agents are given appropriate contracts, to include a clause stipulating their compliance with the Statement of Guiding Principles for Fundraising and with any legal requirements that apply;
14. Ensure that appropriate training, education and information is available to fundraisers to enable them perform their roles effectively;
15. Comply with the ICTR good practice factsheet on handling cash and non-cash donations.

16. Be generally responsible to explain to the public how fundraising is organised and to help educate the public about the realities of resourcing charitable organisations. Where specific questions are received these should be answered openly and honestly. The principle of informing the charity in advance and adhering to these standards will be highlighted as much as possible by the organisation.

Note: Blossom Ireland does not use paid fundraisers; all fundraising is currently done by volunteers