



St. Michael's House

Fundraising Policy

Written By:	Barbara Wiseman Head of Communications and Fundraising
Reviewed By:	David Dunne - Director of Operations
Approved By:	
		Signed:
Policy and Planning Approval:		
Effective From:	1 st January 2018
Reviewed:	
		Signed:
Next Review Date:	31 st December 2019
Distributed To:	
Monitoring Mechanism:	

Fundraising Department Policy 2018



Table of Contents

Content	Page
General	
• Mission Statement	1
St. Michael's House Fundraising Policy - Codes of Practice	
• Core Principals	2
• Commitment to Donors	2
• Disclosure	3
• Organisational Independence	3
• Third Party Fundraising	3
• Volunteers	3
• Complaints and Feedback Procedure	3
• Financial Controls	3
• Human Resources	4
• Equality	4
• Appointment of External Auditor	4
• Conduct of St. Michael's House Fundraising Office	4
• Board Commitment	6
• Honest Communication	7

Mission Statement

Our Vision

A world where the potential of each individual with an Intellectual disability is achieved.

Our Mission

Support individuals with Intellectual disabilities to achieve their potential and live as independently as possible in ordinary places in the community connected to natural support networks/

Fundraising Policy - Codes of Practice

Core Principals

Respect

St Michael's House shall respect the rights, dignity and privacy of its supporters, clients and beneficiaries. It shall not put undue pressure on anyone to make a gift and where someone does not want to give or wishes to cease giving, that decision will be respected. St Michael's House will take care not to use any images or words that cause distress or offence. St Michael's House will not represent their clients or beneficiaries in a disrespectful way in their promotional activities, and where possible and appropriate, clients or beneficiaries will have an input into St Michael's House's promotional strategies. St Michael's House will take care not to cause unreasonable nuisance or disruption in its fundraising efforts.

Honesty

St Michael's House will tell the truth and not exaggerate; it will do what it says it is going to do. It will answer all reasonable questions about its fundraising activities and fundraising costs and it will do so within a reasonable timeframe.

Openness

St Michael's House will make information about its purpose and its activities open and freely available. It will be transparent about who it is, the work it performs and how any support is used. St Michael's House will be accessible and will provide a number of ways whereby those interested can contact the organisation and receive a reasonably timely response. St Michael's House will have a procedure to address complaints, a copy of which will be available on request.

Commitment to Donors

St Michael's House shall agree and make known its own Donor's Charter which will include the following commitments. St Michael's House may expand on these commitments as befits their organisation's mission.

Donors

Donors have the paramount right to be assured that their gifts will be used for the purposes for which they were given. St. Michael's House charities shall respect the rights of donors to be informed about the causes for which St Michael's House is fundraising; to be informed about how their donation is being used; to have their names deleted from mailing lists if so requested; and to preserve anonymity and confidentiality except in cases where the size of a donation is such that it might impact on St Michael's House's independence.

Use of Donations

In raising funds, St Michael's House will accurately describe its activities and needs. St Michael's House's policies and practices will ensure that any donations received will be used solely to further the organisation's mission. Where donations are made for a specific purpose, the donor's request will be honoured completely. If it cannot be used within a reasonable timeframe, then the gift should not be accepted. If St Michael's House invites the general public to donate to a specific cause, then St Michael's House will have a plan for handling any shortfall or excess, and will make this known as part of its communications about the appeal.

Fundraising Policy - Codes of Practice

Disclosure

Donors have the right to be informed of the status and authority of those soliciting donations; donors will always be informed as to whether these fundraisers are volunteers, employees of the organisation or third party agents.

Organisational Independence

St Michael's House will record and publish details of individual gifts, including gifts-in-kind; where those gifts may be construed to have the potential to influence the independence of the organisation's decision making.

While an organisation is not obliged to accept anonymous donations, where anonymity is requested by a donor this will be respected if the donation is accepted, however the other details of the gift will be recorded and published (such that anonymity is preserved).

Third Party Fundraising

St Michael's House will seek to ensure that any donations sought indirectly, such as through third parties, are solicited and received in full conformity with St Michael's House's own standards and practices. This will normally be the subject of written agreement between the parties.

Volunteers

St Michael's House's Board and management shall ensure that the organisation has a policy for its activities involving volunteers, including the relationship and communications with volunteers and how volunteers are managed. The Corporate Volunteer Programme is managed directly from the Fundraising Office which governs over group volunteering. All other volunteering is managed by the Human Resource Department.

Complaints and Feedback Procedure

St Michael's House shall have accessible procedures for enabling interested parties to notify the organisation of their wishes, comments and complaints. These procedures will include systems to ensure that all feedback (including especially any complaints) are responded to and addressed within a specified timeframe. Public or donor queries or complaints should, in the first instance, be addressed to St Michael's House in question. All matters of illegality should be addressed immediately to An Garda Síochána.

Some aspects of the following commitments are legally required; however St Michael's House shall not be limited to what is expected in law but will seek to apply the highest possible standards.

Financial Controls

St Michael's House's internal financial control procedures will ensure that all funds are used effectively and will minimise the risk of funds being misused. St Michael's House will follow the principles of best practice in financial management. An Annual Report and a Statement of Annual Accounts figures will be freely available to the public.

Fundraising Policy - Codes of Practice

Human Resources

St Michael's House's Human Resource Policies will conform fully to relevant national and international labour regulations. These policies will seek to apply best practices in terms of employee and volunteer rights and health and safety at work. Human Resource Policies will include procedures for evaluating the performance of all staff on a regular basis.

Equality

St Michael's House will adhere to any equality legislation and will not tolerate discrimination in any form.

Appointment of External Auditor

St Michael's House's Board shall appoint an external auditor to audit/examine the annual accounts. It is a requirement of the Revenue Commissioners that charities with an annual income of €100,000 or above must have audited accounts and this audit threshold is also applied in the Charities Bill 2007.

Conduct of St. Michael's House Fundraising Office

St Michael's House Fundraising Office shall adhere to the principle that all information created by, or on behalf of an organisation is the property of that organisation and shall not be transferred or utilised except on behalf of that organisation. The St Michael's House Fundraising Office shall not disclose (except as may be required by statute or law) or make use of information given or obtained in confidence from their employers or clients, the donating public or any other source without prior express consent.

St Michael's House Fundraising Office commit themselves to the highest standards of good practice and to ensuring that all their fundraising activities are respectful, honest, open and legal.

St Michael's House Fundraising Office commit to:

1. Conduct themselves at all times with complete integrity, honesty and trustworthiness. They will act at all times openly and in such a manner that donors are not misled.
2. Respect the dignity of their profession and ensure that their actions enhance the reputation of themselves and St Michael's House which they represent.
3. Act according to the highest standards and visions of their organisation, profession and conscience.
4. All Fundraising Practices to work closely with all St Michael's House units, to share that professional fundraising expertise.
5. Not knowingly or recklessly disseminate false or misleading information in the course of their professional duties, nor permit their subordinates to do so.
6. Not represent conflicting or competing interests without the consent of the parties concerned.
7. Not knowingly, recklessly or maliciously injure the professional reputation or practice of other members of the fundraising profession.
8. Not knowingly act in a manner inconsistent with these standards, or knowingly cause or permit others to do so.
9. Not exploit any relationship with a donor, prospect, volunteer or employee for personal benefit or misuse their authority or office for personal gain.
10. Comply with the laws of the land which relate to their professional activities, both in the letter and in spirit.
11. Advocate adherence within their organisation to all applicable laws and regulations.

Fundraising Policy - Codes of Practice

Responsibilities of St Michael's House Fundraising Management

St Michael's House Fundraising Management are defined by those responsible (or their designate) for organising specific fundraising campaigns or fundraising activities, or who are responsible for managing others who organise such fundraising campaigns have a range of responsibilities in order to meet the commitment to donors and fulfil St Michael's House principles and standards. Fundraising Management 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 always disclose whether they are volunteers, employees 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 vulnerable people.
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 St Michael's House's name are not known by St Michael's House until after the fact, St Michael's House 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 St Michael's House.
7. Be responsible for ensuring that paid fundraisers are remunerated within the minimum wage regulations and legally entitled to work in the Jurisdiction.
8. 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).
9. Ensure there is signed confirmation that data are kept securely and confidentially and in compliance with the Data Protection Acts 1988 and 2003.
10. Ensure that the recruitment process screens potential recruits to indicate suitability (subject to data protection regulations).

Fundraising Policy - Codes of Practice

Board Commitment

The ultimate responsibility for meeting the fundraising standards lies with St Michael's House's Board and through them with the senior management of St Michael's House. The Board and Management are responsible for ensuring that their charity is able and does fulfil its commitment to best practice in fundraising.

The Board and Management of St Michael's House are accountable for St Michael's House's fundraising activities as follows:

1. By ensuring the existence of the Statement of Guiding Principles for Fundraising and other relevant Codes are made known to the public, donors and supporters.
2. By ensuring a feedback mechanism is in place whereby anyone can comment on the fulfilment of the standards outlined in the Statement.
3. By ensuring that St Michael's House's commitment to best practice in fundraising is communicated in all public policy statements by stating same in relevant public communications (annual reports, website, policy statements, governance documents, leaflets and communication materials etc.).
4. By putting in place training and development opportunities for relevant staff and volunteers.
5. By ensuring that all relevant suppliers and contractors are informed about and contracted to adhere to the standards in the Statement in their fundraising work for St Michael's House.
6. By assessing St Michael's House's fundraising strategy on a regular basis according to the guiding principles of this Statement.
7. By ensuring that senior management take responsibility for implementing and adhering to the St. Michael's House Fundraising Policy.
8. By being open to St Michael's House engaging in setting sector standards, including feeding back their experience on these standards and participating in the development of future standards.

Fundraising exists only to support the overall mission of St Michael's House. Therefore the Board and Management of St Michael's House are accountable to the organisation's beneficiaries, service users, clients, donors, funders, volunteers and staff for St Michael's House's overall performance. The Board and Management shall therefore ensure:

1. That the activities of the organisation are focused on achieving the objectives set out in the organisation's charter, and that these are translated into a vision, policy, strategies and budget.
2. The organisation's expenditure is handled in a transparent, effective and efficient manner, in line with an agreed annual plan and budget, and according to a predetermined process for evaluating and taking decisions on the allocation of funds.
3. Fundraising is handled in a transparent, effective and efficient manner, in line with a predetermined plan and according to methods that are deemed socially acceptable.
4. The organisation has adopted a policy for activities involving volunteers, including their relationship and communications with volunteers and the method of managing volunteers.
5. The organisation has the means to adequately control the way it functions and to alert it to, and to cope with, any risks in good time.

Fundraising Policy - Codes of Practice

Honest Communication

Communications between St Michael's House, the public and potential donors shall be governed by the following principles.

There shall never be any incidence of misleading and/or ambiguous information in any of St Michael's House's fundraising communications.

1. It shall be made clear at all times as to whether the fundraising in question is for the organisation in general or for a specific purpose. Where examples are mentioned in relation to the general purpose of the organisation, they shall be clearly highlighted as examples. There must be a close relation to those examples that are used and the actual cause for which the organisation is collecting.
2. The organisation's name, logo, address, telephone numbers and charity registration number, as well as its general purpose, shall always appear on fundraising material.
3. Where more than one organisation is collecting together, the names, logos, addresses, telephone numbers and charity registration numbers of all organisations must appear on the material in question and must be made known to the donor or prospective donor.
4. The donor or prospective donor must always be informed as to whether the fundraisers are volunteers, employees of the organisation or third party agents.
5. In the case of personal approaches, where the prospective donor is not known to the fundraiser, the fundraiser shall carry visible identification which includes the organisation's name, logo, telephone number and charity registration number, as well as the name of the fundraisers, so that the donor will never be in doubt about the organisation s/he is donating to.
6. In the case of telemarketing, the individual fundraiser must inform the prospective donor of the organisation's name, as well as be in a position to disclose the name of a contact person in the organisation.
7. At all times in the case of face-to-face, door-to-door and telemarketing fundraising, the individual fundraiser shall be able to state the purpose for which the funds will be used. In the case of face-to-face and door-to-door fundraising, this can be in the form of printed material that is given free of charge at the request of the prospective donor.
8. In the case of face-to-face, door-to-door and telemarketing fundraising, the individual fundraiser should have a general knowledge about what the organisation works for. It is not required that the individual fundraiser possesses a detailed knowledge about projects, governance or administration etc but s/he must be able to inform the prospective donor of where they can find the supplementary information.
9. If it is not intended that donated items such as clothing or other articles be sent directly to the clients or beneficiaries of the organisation but for example are to be sold instead, this must be made clear to the donors.
10. If terms such as "All proceeds go to..." or "In aid of..." or similar are used in a fundraising campaign, it must be clearly stated that not all of the fundraised income will go to the project or organisation in question.