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### Introduction

The Kyeema Foundation (KYEEMA) is a non-governmental organisation that works predominantly to reach poorer members of communities in developing countries. KYEEMA is committed to delivery of sound development activities and places great importance on operating with honesty, openness and integrity. KYEEMA relies on donations from the public and is committed to using those donations ethically and efficiently.

### Purpose

The policy articulates KYEEMA's position on fundraising practice and documents the standards expected and procedures that will be implemented in raising funds from the community.

### Guiding Principles

KYEEMA adheres to the following ethical principles for fundraising.

- **Honesty** KYEEMA staff, volunteers and members will act honestly and truthfully so that public trust is protected and donors and beneficiaries are not misled.
- **Respect** KYEEMA staff, volunteers and members will act with respect for the good name and community standing of KYEEMA and with respect for the dignity of donors and beneficiaries.
- **Integrity** KYEEMA staff, volunteers and members will act openly and with regard to their responsibility for public trust. All actual, perceived or potential conflicts of interest must be disclosed and any appearance of ethical, personal, or professional misconduct avoided.
- **Empathy** KYEEMA staff, volunteers and members will work in a way that promotes their purpose and encourages others to use the same standards of engagement. Individual privacy, freedom of choice, and diversity in all its forms will be valued.
- **Transparency** KYEEMA staff, volunteers and members will report on the work they do, the way donations are managed and disbursed, and cost and expenses, in an accurate and clear manner.

All fundraising activities will be compliant with relevant legislation governing fundraising and the ACFID Fundraising Charter.

### Definitions

**Beneficiary:** any person or entity which receives a benefit from KYEEMA in pursuance of its objects.

**Donation:** a voluntary contribution or gift by a donor of money, property, goods or services to KYEEMA for the purpose of furthering KYEEMA's objects. It does not include a sponsorship or community business partnership.

**Donor:** an individual or organisation that makes a contribution of value to KYEEMA to further its objects.

**Funds:** donations raised to meet KYEEMA's objects.

**Fundraiser:** a person, corporation or organisation, who carries out activities, whether for remuneration or as a volunteer, for the purpose of raising donations for KYEEMA's objects.

**Fundraising activity:** all activities undertaken by or on behalf of KYEEMA with the aim of receiving donations.

**Member:** See KYEEMA Constitution for full definition

**Outsourcing:** contracting an external commercial fundraising agency to conduct fundraising activities.

**Partners:** individuals, groups of people or organisations that collaborate with or are contracted by KYEEMA to achieve mutually agreed objectives in development activities.

**Volunteers:** persons undertaking an activity overseas or participating in professional development in their own country or overseas for the common good and without financial gain.

### Scope

This policy applies to Board members, staff, consultants, volunteers and partners of KYEEMA.

### Policy statement

In relation to all fundraising activities:

- All donations in cash or kind are made to KYEEMA with the intention of supporting KYEEMA's objects and development projects.
- KYEEMA only accepts donations where they are ethical in nature and they are consistent with the objects and goals of the organisation.
- KYEEMA reserves the right to refuse an offered donation. Staff must seek advice from senior management with regard to the potential impact on KYEEMA prior to accepting any cash or in-kind donations.
- All fundraising activities will be carried out in an ethical manner and in accordance with the Australian Council of International Development (ACFID) Fundraising Charter and Commitment 8.1 of the ACFID Code of Conduct.

### Responsibilities

The Chief Executive Officer (CEO) in consultation with the KYEEMA Board, is responsible for the implementation of this policy and for advising on the need to review or revise this policy as and when the need arises. The CEO will be responsible for ensuring all fundraising activities are undertaken in compliance with this policy.

Where issues related to compliance to this policy are identified, the CEO will work with staff and other relevant stakeholders to address these issues promptly. The policy will be reviewed every three years and revised as needed, with the approval of the Board.

The Board will monitor activities as part of the quarterly Board meeting agenda.

### Information Sources

ACFID Code of Conduct Quality Principle 8. Resource Management (Commitments 8.1, 8.2 and 8.3)  
<https://acfid.asn.au/use-the-code/quality-principle-8-resource-management>



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Funding Institute of Australia

[http://www.fia.org.au/data/documents/Resources/Principles\\_Standards/Code of Ethics and Professional Conduct Web01 June 11.pdf](http://www.fia.org.au/data/documents/Resources/Principles_Standards/Code_of_Ethics_and_Professional_Conduct_Web01_June_11.pdf)

### Related Documents

This policy is to be read in conjunction with:

*Kyeema Foundation Non-Development Activity Policy*

*Kyeema Foundation Code of Conduct*

*Kyeema Foundation Privacy Policy*

*Kyeema Foundation Images & Messages Decision Framework*

### Authorisation



\_\_\_\_\_  
Signature of Policy Officer



\_\_\_\_\_  
Date



\_\_\_\_\_  
Name of Policy Officer

## Attachment 1 Procedures

### Approval for fundraising activity

A proposal including a statement estimating income and expenses will be prepared prior to the commencement of any new fundraising activity that may present a financial risk to KYEEMA.

All fundraising activities that may present a financial risk to KYEEMA must have the prior approval of the Board, and be recorded in Board meeting minutes. A Fundraiser must not commit KYEEMA to fundraising expenditure unless the KYEEMA has approved such an expenditure.

### Conduct of a Fundraiser

A fundraiser must not engage in activities that may harm KYEEMA, a donor, a beneficiary or members of the public. A fundraiser must recognise their individual boundaries of competence and be truthful about their experience and qualifications.

### Dignity and privacy of Beneficiaries

The dignity and privacy of KYEEMA's beneficiaries must not be compromised. This includes:

- a) using language which suggests that the beneficiary is to be pitied or feared.
- b) stating or implying a falsehood regarding a beneficiary.
- c) depicting a beneficiary's image or identity in promotional materials without that beneficiary's written permission.

### Confidential Information

A fundraiser must not disclose to any member of the public KYEEMA's:

- a) financial information (other than that disclosed in the KYEEMA Annual report).
- b) security access codes or passwords into electronic data processing systems.
- c) list of beneficiaries without the prior written permission of the KYEEMA.

Where a donor has expressly denied permission to KYEEMA to do so, a fundraiser must not disclose the identity of that donor to any member of the public.

A fundraiser must surrender any list, record or document belonging to the KYEEMA other than material freely available to the public, when the relationship between the fundraiser and KYEEMA comes to an end.

### Kyeema Foundation Identification

Wherever identification of the KYEEMA is required, a fundraiser must provide KYEEMA's:

- a) Full name
- b) Corporate registration number (for example ABN)
- c) Full business address
- d) Company logo

### Promotional Materials

Any promotional material used must:

- a) be factually accurate, truthful and not likely to deceive or mislead any person;
- b) identify the KYEEMA and its contact details for which the promotional material will be distributed;
- c) identify the objects of KYEEMA;
- d) comply with the relevant provisions of Competition and Consumer Act 2010 (Cth) and State or Territory equivalent legislation, (in particular those sections relating to misleading and deceptive conduct and false and misleading representations);
- e) comply with the relevant Commonwealth, State or Territory legislation; and
- f) be approved by the Board.

Where the cost of fundraising is disclosed in promotional materials, that cost must be factually accurate.

The current KYEEMA annual report must be made freely available upon a reasonable request.

Promotional materials must not include images which are derogatory of a person, group of people or any organisation, discriminatory, pornographic or unduly violent.

Promotional materials should not be sent knowingly to children under the age of 18 unless they have been requested in connection with a School Fundraising Activity.

Despite anything else in this section, promotional materials may be part of a positive campaign to build public awareness, understanding and support for the objects of KYEEMA.

### Donations

KYEEMA accepts donations only for activities directly related to the objects as stated in the constitution. All activities must be practically achievable by KYEEMA or its partners.

The acceptance of any donation does not imply endorsement of other activities, undertakings or processes of the donor.

KYEEMA may refuse or refund donations at any time. The reasons for refusing a donation may include incompatibility between a donor's activities or policies and those of the organisation. KYEEMA will not allow any donation to dictate our positions and priorities, nor compromise our independence and dedication to our mission.

Any donations solicited or accepted on behalf of KYEEMA by Directors or staff must be used for KYEEMA endorsed activities.

Any donations accepted on behalf of KYEEMA should be directed to KYEEMA and not to individual Directors or staff. They will be directly deposited into the KYEEMA bank account.

### Compliance and Management of Complaints

A fundraiser must not engage in an activity during their fundraising work that reasonably appears to the fundraiser to be a criminal offence or would constitute an act of misconduct under this Principle.



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A fundraiser must not engage in an activity during fundraising that does not comply with fundraising legislation in their State or Territory or appears to be a criminal offence.

Where a fundraiser is aware that the KYEEMA does not comply with legislation, the fundraiser must bring this to KYEEMA's attention.

A fundraiser must comply with anti-discrimination legislation regarding decisions based on race, sex, marital status, disability or religious belief.

KYEEMA fundraisers must comply with FIA's Principles & Standards of Fundraising Practice and relevant Commonwealth, State and Territory legislation including the relevant provisions of Spam Act 2003 (Commonwealth), Competition and Consumer Act 2010 (Commonwealth), Privacy Act 1988 (Commonwealth) and the National Privacy Principles.

Complaints concerning the Principles and Standards of Fundraising Practice or the conduct of a KYEEMA fundraiser will be determined by the Board of KYEEMA as part of its Complaints policy and practice of investigation of all complaints.