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Introduction

Kyeema Foundation (Kyeema) is a not-for-profit NGO that works predominantly to reach resource-poor members of communities in developing countries. Kyeema is committed to ensuring that fundraising activities are carried out in an ethical manner. Kyeema seeks funding and support from individuals, organisations, trusts and foundations and government agencies. We are committed to the highest ethical standards in the way we request and accept funds, keep records of donations received and engage with current and potential supporters. This document outlines key principles and ethical practices in relation to fundraising, including the management of donations.

Purpose

This policy's purpose is to state Kyeema's position and document standard expectations with regard to fundraising. Kyeema adopts and carries out ethical fundraising practices for all fundraising activities with our supporters (individuals, trusts and foundations, corporations, and government) to build transparent, reputable and productive partnerships. Kyeema believes that ethical fundraising is vital to the international development and non-profit community. Furthermore, the community has a right to expect honesty, integrity and competence from individuals acting on behalf of Kyeema.

Guiding Principles

Kyeema will adopt the following ethical principles for fundraising and apply them to all Kyeema staff, volunteers, members and anyone associated with fundraising on behalf of Kyeema. They do not replace any laws relating to fundraising activities.

- **Honesty:** Kyeema staff, volunteers and members should act honestly and truthfully so that public trust is protected, and donors and beneficiaries are not misled.
- **Respect:** Kyeema staff, volunteers and members should act with respect for the dignity of Kyeema and with respect for the dignity of donors and beneficiaries.
- **Integrity:** Kyeema staff, volunteers and members should act openly and with regard to their responsibility for public trust. They shall disclose all actual or potential conflicts of interest and avoid any appearance of ethical, personal, or professional misconduct.
- **Empathy:** Kyeema staff, volunteers and members should work in a way that promotes their purpose and encourages others to use the same standards of engagement. They shall value individual privacy, freedom of choice, and diversity in all its forms.
- **Transparency:** Kyeema members should stimulate clear reports, about the work they do, the way donations are managed and disbursed, and cost and expenses, in an accurate and clear manner.

Definitions

Donation refers to a voluntary transfer of money or property where there is no expectation of something in return and the donor does not materially benefit from the donation.

Fundraising refers to the seeking of financial support for a particular cause.

Fundraising activities refer to the process of seeking and gathering voluntary financial contributions by engaging individuals, businesses, charitable foundations, or governmental agencies.

Scope

This policy and the attached procedure and guidelines apply to all Kyeema Directors, Board Members, staff, consultants and subcontractors, volunteers and partners. This policy applies to all fundraising activities conducted on behalf of Kyeema employees, volunteers and partners. Non-staff fundraising activities are subject to the approval of Kyeema.

Policy statement

Kyeema is committed to conducting its fundraising activities to the highest ethical standards, valuing privacy, confidentiality, trust and integrity. Kyeema is committed to complying with all laws and regulations applicable to Fundraising. Kyeema is open about ongoing project activities, including how funds are raised, managed and disbursed.

With regard to accepting donations, Kyeema will ensure that:

Donations can be given with a request for the funds to be restricted for specific purposes. Donations can be allocated to a particular program. Unless gifts are specifically requested for a particular purpose or program, gifts under AUD 2,000 are subject to Kyeema's discretion in terms of use and may be allocated as deemed appropriate by Kyeema. Where appropriate, the supporter's intentions for a donation will be sought and documented and Kyeema will seek to honour those intentions while considering program needs. Donations that are over AUD 2,000 will be allocated to a specific project by the CEO of Kyeema.

With regard to refusing donations, Kyeema will:

- refuse a donation if there is reason to believe that the person is in vulnerable circumstances or lacks the capacity to make a decision to donate;
- there are real or apparent conflicts of interest between the mission, values and objectives of Opportunity and those of the supporter; and
- if the donation is made by a political or religious organisation and they request the donation be used in a manner that is contrary to Kyeema's non-development activity policy.

With regard to administrative procedures, Kyeema will ensure that:

- supporters receive an accurate and dated receipt in a timely manner;
- all funds received through fundraising are included in the organisational financial reports;
- the privacy of supporters will be respected and comply with requests to remain anonymous;
- requests to be removed from mailing lists will be fulfilled without presenting obstacles; and

- the privacy of all personal information is handled in compliance with Kyeema’s privacy policy.

With regard to fundraising and advocacy material, Kyeema staff must ensure that content:

- complies with Kyeema’s Images and Message guidelines;
- complies with Kyeema’s Ethical Decision Making Framework;
- does not disparage or endanger the people portrayed, or infringe on child protection policies; and
- does not disparage others or infringe on the intellectual property rights of others.

Responsibilities

The CEO and Communications focal person will be responsible for ensuring all fundraising activities are undertaken in compliance with this policy. The Board will monitor activities as part of the quarterly Board meeting agenda. Adherence to this policy is mandatory for all staff and partners engaged by Kyeema. The Communications focal person and the CEO, in consultation with the Kyeema Board, are responsible for ensuring the implementation of this policy and for advising on the need to review or revise this policy as and when the need arises. Where issues related to compliance to this policy are identified, the CEO will work with the Communications focal person 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.

Affiliations

The Kyeema Foundation Developing Country Relief Fund is endorsed as a deductible gift recipient under Subdivision 30-BA of The Income Tax Assessment Act 1997. All donations over \$2 are tax deductible. We are registered as a charity in Queensland under the Collections Act (1996) in order to make appeals for support to the public. Kyeema is an active member of ACFID and is a committed signatory to the ACFID code of conduct. This policy is in alignment with the ACFID Fundraising Charter. Kyeema is also registered with ACNC.

Information Resources

Income Tax Assessment Act (1997)

<https://www.legislation.gov.au/Details/C2017C00336>

The ACFID Fundraising Charter (2018)

https://acfid.asn.au/sites/site.acfid/files/resource_document/The%20ACFID%20Fundraising%20Charter_Aug%202018.pdf

Related Documents

This policy is to be read in conjunction with:

Kyeema Foundation Child Protection Policy

Kyeema Foundation Privacy Policy

Kyeema Foundation Complaints Policy

Kyeema Foundation Images and Messages guidelines

Kyeema Foundation Ethical Decision-Making Framework

Authorisation

Robyn Alders

Signature of Policy Officer

Robyn Alders

Name of Policy Officer

28 December 2020

Date

Attachment 1: Procedures

All of Kyeema's fundraising activities will be conducted in accordance with Kyeema's policies and guidelines including, but not limited to:

- Privacy Policy
- Child Protection Policy
- Communications Policy
- Complaints Policy

In the event that Kyeema should outsource fundraising activities to be conducted by fundraising agencies, it will be ensured that:

- Contracts are in place which meet all relevant legislative and regulatory requirements;
- Contracts are in accordance with Kyeema's fundraising policy;
- Specific activities and responsibilities of each party are clearly articulated in contracts; and
- Contractors are clearly identified.