

Fundraising Policy ChildVision

1.0 Policy Statement

It is the policy of ChildVision to ensure that best practice is invoked at all times within the Fundraising function. The Service fully supports the Charitable Organisations on Fundraising from the Public.

We pledge to treat all our donors with respect, honesty and openness and commit to being accountable and transparent. We promise to effectively apply gifts for their intended purpose, to help children affected by sight loss and complex disabilities and their families.

2.0 Scope

The scope of this policy covers all persons involved in fundraising both internally and externally for The Service.

3.0 Policy

It is the policy of The Service to have clear guidelines and procedures relating to all its fundraising activities.

Fundraising is appropriately and effectively managed within The Service. There are systems, controls and procedures in place for all aspects of Fundraising, including the following:

- Donations (cash, online, in-kind)
- Acknowledgements
- Fundraising privacy policy
- Data protection policy
- Complaints procedure

The Fundraising Department operates under the Finance Department in managing Handling of Cash Donations Intake and Lodgement of Cash.

4.0 Responsibilities

Board of Directors (the Board)

The Board is responsible to ensure that it exercises control over fundraising activities by ensuring that:

- An approved fundraising strategy is in place and regularly audited and reviewed
- An annual budget is in place to meet the financial requirements of the service
- All fundraising activities are supervised and managed by the Executive
- All fundraised monies raised are used for the purposes for which they were intended
- Remuneration for fundraisers is governed appropriately by the Executive

Responsibility of Management:

- Fundraising activities deliver on the fundraising strategy
- Fundraisers, suppliers and contractors all adhere to the Guidelines
- Budgets prepared reflect value for money in maximising on the income from fundraising
- Appropriate training and support is in place to enable fundraisers to effectively carry out their role in an open, honest and respectful manner and in compliance with applicable legal requirements
- Procedures are implemented and safeguards are in place to ensure that, when possible, caution is exercised when soliciting from people who may be considered vulnerable
- So far as is reasonably practicable fundraisers are not exposed to risks to their health and safety

The Responsibilities of our Fundraising staff:

- Always act in an honest manner and are truthful in all dealings
- Communicate the purpose of The Service, and of the specific fundraising efforts in which they are involved
- Ensure they must disclose if they are employees of the Service
- Ensures that particular caution is exercised when soliciting from people who may be considered vulnerable
- Ensures that where donations are raised through electronic means, e.g. website, the level of security applied is sufficient to protect the confidentiality of the donor's credit card and other personal details
- Ensures all public collections have a Garda Permit, or where no permit is necessary, permission from the relevant authority (such as collections in church grounds)
- Ensures there is signed confirmation that data are kept securely and confidentially

and in compliance with the Data Protection Act 2018

- Is generally responsible for explaining to the public how fundraising is organised and to help educate the public about the realities or resourcing of charitable organisations
- Answers honestly all reasonable questions about its fundraising activities and fundraising costs and does so within a reasonable timeframe
- Conduct themselves at all times with integrity, honesty and trustworthiness, act openly and ensure donors are not misled
- Always act in such a way to enhance the reputation of themselves and the Service
- Do not represent conflicting or competing interests without the consent of the parties involved
- Do not exploit any relationship with a donor, prospect, volunteer employee for personal benefit or misuse their authority or office for personal gain

5.0 Our Donor Charter

Our pledge is to treat all our donors with respect, honesty and openness. We commit to being accountable and transparent so that supporters and prospective supporters can have full confidence in ChildVision and our employees. We pledge to:

- Respect the rights and dignity of the donors, beneficiaries and the public
- Activities will not be unreasonably persistent, intrusive or place undue pressure on people to donate. Should someone not wish to donate, or wish to cease making a donation, that decision will be respected
- Our children and families will be presented in a respectful way in promotional materials and, where possible, will have input to the materials
- Fundraise with the guiding principles of honesty and truth
- Apply integrity at all times to our fundraising and the needs of the charity will not be misrepresented nor how funds will be applied
- Questions about fundraising activities and costs will be answered in a timely and truthful manner
- Charitable donations will be attributed to the purposes they were donated
- Take responsibility for our actions and be capable of explaining, clarifying and justifying those actions
- Operate and communicate in an open, frank and honest way and ensure that transactions, operations and communications are easily understood by stakeholders
- Clearly identify to stakeholders the cause for which it is fundraising and how donations will be used
- Provide a clear complaints procedure on our website

6.0 Fundraising Feedback and Complaints Procedure

ChildVision is committed to ensuring all our communications with our supporters and the public is of the highest possible standard. We are dedicated to ensuring we uphold our good reputation and aim to achieve the highest possible standards in fundraising practice. We welcome feedback from our supporters, both negative and positive.

As part of our compliance with the Guidelines for Charitable Organisations on Fundraising from the Public, we aim to ensure that:

- It is easy to make a complaint
- We treat as a complaint: any clear expression of dissatisfaction with our operations which calls for a response
- We treat it seriously whether it is made by telephone, letter, email, fax or in person
- We aim to resolve the complaint in 5 working days
- We respond appropriately with actions taken to rectify the complaint and / or provide further information if requested
- We learn from complaints, use them to improve our supporter care, and monitor them at management and Board level

If you have feedback or a complaint:

Step One – Contact ChildVision

If you do have a complaint about any aspect of our work, you can contact ChildVision in writing, by telephone, by email or via our website.

In the first instance, your complaint will be handled by a staff member who will aim to resolve the issue themselves or forward it to the most appropriate person to respond. Please give us as much information as possible in relation to the complaint. Our commitment is to respond to you, through the channel of your choice, within 5 working days.

Complaints in writing should be posted to:

Mary Leonard
ChildVision
Grace Park Road
Drumcondra
Dublin 9

Complaints by email should be forwarded to maryleonard@childvision.ie
Complaints can also be made directly via our website on info@childvision.ie
Our office is open Monday to Friday from 9.00 am to 5.00 pm

ChildVision treats every complaint very seriously. All feedback, both positive and negative, is taken on board with a view to improving our communications with our supporters.

What if the complaint is not resolved?

If you are not happy with our response, you may get in touch again by writing to ChildVision's CEO. The CEO will ensure your appeal is considered at the highest level and will respond to you within two weeks of this consideration.

