



# PARKINSON'S ASSOCIATION OF IRELAND

## FUNDRAISING POLICY

# Table of contents

<b>PARKINSON’S ASSOCIATION OF IRELAND.....</b>	<b>0</b>
<b>FUNDRAISING POLICY .....</b>	<b>0</b>
Core Principles.....	2
Commitment to our Donors .....	2
<b>Conduct of our Fundraisers.....</b>	<b>2</b>
Our fundraisers shall.....	2
<b>Responsibility of Management .....</b>	<b>2</b>
PAI will.....	2
<b>Handling of Cash Donations .....</b>	<b>2</b>
Cash handling guidance is important to .....	2
General.....	2
Banking.....	3
Floats.....	3
Events.....	3
<b>Cheques.....</b>	<b>3</b>
In relation to Donors .....	3
In relation to Volunteers.....	3
<b>Management of static collection boxes .....</b>	<b>3</b>
Preparation & Procedure .....	3
Servicing the boxes .....	4
Remitting proceeds to PAI .....	4
Site holders .....	4
Collectors .....	5
<b>House to House/Church Gate Collections .....</b>	<b>5</b>
Planning and Promotion .....	5
Collection Materials.....	5
In relation to potential donors .....	5
In relation to collections organisers .....	6
Legal points.....	6
<b>Online Electronic Fundraising .....</b>	<b>6</b>
General.....	6
Media .....	6
Managing and Protecting our Website and Social Media content.....	7
Online Direct Marketing .....	7
Data Protection.....	7

## Core Principles

### Commitment to our Donors

- Parkinson's Association of Ireland (PAI) shall respect the rights, dignity and privacy of its donors. It shall not put undue pressure on anyone to make a gift and where someone does not want to give or wished to cease giving, that decision will be respected.
- PAI shall respect the rights of donors to be informed about the causes for which the charity is fundraising, to be informed about how their donation is being used and to have their names deleted from mailing lists or databases if so requested.
- Donors have the right to be assured that their gifts will be used for the purposes for which they were given.
- If PAI invites the general public to donate to a specific cause, then the charity will have a plan for handling any shortfall or excess.
- Donors have the right to be informed of the status and authority of those soliciting donations. e.g. donors will be informed if fundraisers are employees, volunteers etc.

### Conduct of our Fundraisers

#### Our fundraisers shall: -

- Conduct themselves at all times with integrity, honesty and trustworthiness. They will act openly and ensure donors are not misled.
- Ensure that their actions enhance the reputation of themselves and PAI.
- Not represent conflicting or competing interests without the consent of the parties involved.
- Not exploit any relationship with a donor, prospect, volunteer employee for personal benefit or misuse their authority or office for personal gain.
- Comply with the laws of the land which relate to their professional activities, both in letter and in spirit.

### Responsibility of Management

#### PAI will: -

- Always act in an honest manner and be truthful with all its dealings.
- Ensure that fundraisers are aware of, and can generally communicate the purpose of PAI and of the specific fundraising efforts they are involved in.
- Ensure that fundraisers are aware that they must disclose if they are employees of PAI.
- Provide clear and adequate, written or verbal information to the public about any relevant follow up.
- Ensure that particular caution is exercised when soliciting from people who may be considered vulnerable.
- Where donations are raised through electronic means, e.g. website, the level of security applied shall be sufficient to protect the confidentiality of donor's credit card and other personal details.
- Ensure all public collections have a Garda Permit, or where no permit is necessary, permission from the relevant authority (such as collections in church grounds).
- Ensure there is signed confirmation that data is kept securely and confidentially and in compliance with the Data Protection Acts.
- Be 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.
- To answer honestly all reasonable questions about its fundraising activities and fundraising costs and to do so within a reasonable timeframe.

### Handling of Cash Donations

#### Cash handling guidance is important to:

- Protect the organisation from fraud, theft or embezzlement.
- Protect staff or volunteers from accusations of dishonesty or the temptation to commit fraud.
- Assure donors that their donations are used for the purpose for which they were given.

The general guidance applies to all cash handling situations such as: - appeals, fundraising events, ticket sales, refreshment sales, programme sales, raffles and shop trading.

#### General

- Cash received should be collected, counted and recorded by two unrelated individuals.
- Cash should be counted in a secure environment and held in a secure place until it is possible to bank it.
- Income summaries should be made at point of counting for reconciliation with banking details at a later date. Records should be made of donations for specific purposes to ensure donor's wishes are met.
- Deductions must not be made from cash received. Expenses must be met (where previously agreed) by PAI after receipt of cash.
- All donations of €100 and above must be acknowledged to the donor in writing.

## Banking

- Cash should be banked immediately (next working day) using bank paying-in slips.
- Where substantial sums are involved, cash should be banked in stages during an event, preferably by two individuals.
- Night safe facilities should be considered for large amounts banked outside working hours.
- Counterfoils should be retained for PAI and the individual responsible for banking.
- Cash not banked immediately must be placed in a sealed container in a secure place.
- If cash cannot be banked immediately, handling procedures should be agreed in advance.
- Cash ought never to be left unattended or in an unattended environment consideration should be made for temporary insurance cover in these circumstances.
- All cash handlers should have suitable banking bags for counting and cashing up money.
- At the earliest possible date reconciliation should be made between cash banked and income summaries. Where practical, this should be undertaken by a person independent of the counting and cashing up of the money.

## Floats

- Allocate sensible levels of floats that should be signed for by a nominated individual.
- Where petty cash expenditure is paid from the float, this should be recorded separately and receipts kept.
- Floats and any sale monies received should be kept separate from the cash handler's personal money.
- No float should be left unattended or in view at any time.

## Events

- Where applicable, endeavour to sell all tickets beforehand to reduce the need for cash collection on the day.
- Make pricing of tickets or goods for sale rounded cost amounts in order to minimise cash handling.
- All tickets for sale should be pre-numbered, and sales and takings reconciled.
- Nominate one individual with responsibility for cash handling.
- Consider ways in which cash can be held securely e.g. money belts.
- Allocate round quantities of programmes and have the sellers sign them for the quantity they have received.
- Unsold tickets or programmes should be returned and reconciled with the record of cash received from each seller. Discrepancies should be investigated without delay.
- Cash-receiving locations and pre-designated collectors should be notified to sellers.
- Collections should be recorded on a summary sheet with a signature from the sellers signifying the amount of cash collected.
- All final amounts including floats should be collected and recorded from all locations at the end of the event.
- Where possible online payment payments should be made.

Note: It is recognised that variations in the above guidelines will be needed depending on the size of event and the resources available.

## Cheques

### In relation to Donors:

- Donors should be encouraged to send/write cheques made payable to Parkinson's Association of Ireland - not to a named individual.
- Donors should be discouraged from sending cash donations through the post.
- Ensure that it is clear that donations should be sent to PAI's offices not a fundraiser's home.

### In relation to Volunteers:

It is essential that all volunteer cash handlers are given clear instructions from which to work.

- Verify competence and integrity of volunteer cash handlers, where possible.
- Instructions relating to children collecting money should state that they should be accompanied by an adult at all times and the relevant documentation in regard to pledged monies should be available for inspection by the sponsors.
- Ensure that there is adequate insurance cover and that cash handlers understand and follow the conditions of that cover.

## Management of static collection boxes:

**For this document a promoter is a third-party company, branch or volunteer.**

### Preparation & Procedure:

- PAI should ensure that it has sufficient control over the boxes and their use.
- PAI should appoint a chief promoter to be responsible for the collection.
- The chief promoter should be an official of the organisation.

- The chief promoter should monitor performance of all collection boxes on a regular basis and should ensure that the funds in them are secured for the charity.
- PAI should:
  - Issue certificates of authority and identity badges to collectors who are to site and service boxes.
  - Maintain records of where boxes are sited and how much money is collected from each box.
  - Keep separate accounting records showing money raised through static collection boxes and any direct expenses incurred in administering them.

### Servicing the boxes:

- Collection boxes used for static collections should be made of a durable material such as metal, wood or plastic.
- All boxes must be properly labelled, numbered and sealed and should bear the name, logo, address, telephone numbers, website address and registered charity (RCN) number of PAI.
- The seal on the collection box may be self-adhesive PAI paper or some other device provided that any attempt to tamper with or break the seal can easily be detected.
- Collectors should ensure that boxes are in a good state of repair, and that they are clean and function properly.
- Boxes should to be emptied and the proceeds counted in accordance with a regular, pre-determined schedule provided by PAI to the collector and the site holder.
- Before opening the box, the collector should check for evidence of tampering and after emptying, ensure the box is securely sealed again before re-siting it.
- Boxes should be opened and the contents counted by an authorised collector in the presence of the site holder or their representative.
- The collector should give an official receipt signed by them and by the site holder, and a copy of the same to the promoter. The collector should retain a further copy for their own records.
- The official receipt should show the address of the site, the box number, the date and the amount taken from the box.
- Where it is not practical for the collection box to be opened and the contents counted by an authorised collector, the following procedures should be adhered to: -
  - The promoter should provide the site holder with the necessary materials to open, record and bank the proceeds of the box at pre-determined, regular intervals.
  - Individually coded paying in slips should be sent to the site holder with written instructions to open the box and count the proceeds only in the presence of an independent witness.
  - The site holder should take the counted proceeds and completed paying in slip to the nearest branch of a designated bank and pay them in.
  - A counterfoil should be returned to the promoter as proof of counting and banking of proceeds.
  - A further counterfoil should be retained by the site holder as a receipt.
  - All proceeds from all boxes should be banked within a specified period of time, not exceeding one month after the previously agreed dates for the collection. If no money is banked within this period of time the promoter should make the necessary enquires and take appropriate action.
  - On receipt of the counterfoil, the promoter should send an official receipt, dated and stating the amount banked to the site holder for display.
  - The site holder should be provided with the necessary materials to re-seal and secure the box.

### Remitting proceeds to PAI:

- The collector should remit the full sum of all monies taken from all boxes without deduction of expenses or fees.
- Any remittance should be paid within a given time period specified by PAI (This period shall not be more than one month from the date of the collection).
- The form of remittance may be decided by PAI but should be accompanied by relevant official receipts.
- Any expenses incurred in servicing the boxes should be submitted by the collector separately and refunded by PAI according to the terms of agreement between the charity and the collector.
- The promoter should maintain a full list of numbered boxes and the details of the corresponding sites with a record against each box of the amounts remitted.
- The promoter should also ensure that boxes are emptied regularly and that collectors' expenses are checked and paid accordingly. It is the responsibility of the promoter to maintain accurate, up to date records so that income from individual boxes can be traced and direct expenses and fees identified. These records should be certified annually.

### Site holders:

- The branch/promoter/volunteer must obtain the permission of site holders to collect on the premises.
- An agreement should be made in writing between the site holder and the promoter.
- The promoter should write to the site holder giving details of arrangements for servicing the boxes. Where possible the name of the collector should be given in this communication. The promoter should provide an example of the badge of authority carried by the collector.

- Site holders should be asked to notify the fundraising organisation, preferably in writing, immediately if a box is lost or stolen or if they wish to end the collection and return the box.

It is the responsibility of the promoter to be satisfied that the site holders will conduct collections honestly.

### Collectors:

- Collectors should be 18 years or age or over.
- Collectors should possess a certificate of authority signed by the promoter and bearing the PAI name, together with their own name, address and signature. The certificate of authority must be shown to the site holder.
- Collectors should at all times undertake their work in a manner which will maintain the high standing of PAI and which in no way places undue pressure on potential site holders or donors to participate in collections.
- Collectors should notify the promoter immediately if they have reason to believe that the contents of boxes are being pilfered or interfered with in any way. Collectors should return the certificate of authority to the promoter on ceasing to act as a collector or at any time on demand by the promoter.

It is the responsibility of the promoter to ensure that these conditions are adhered to, that collectors perform their duties honestly and that they conduct collections in a courteous and ethical manner.

## House to House/Church Gate Collections

### Planning and Promotion

- All Permit holders should:
  - Establish a clear annual programme of collections with fixed dates.
  - Make every attempt to avoid a conflict in collection dates.
  - Inform relevant authorities of collection dates and, as far as possible, the specific areas to be covered by the collection. Confirm in writing.
  - Where practicable, advise relevant police authorities and all other exemption order holders by letter of agreed collection dates at the earliest opportunity.
  - Abide to established collection dates.
  - Ensure that sufficient collectors are available to support an effective collection.
  - Notify relevant authorities immediately, of any decisions to cancel a collection.

### Collection Materials

- Every collector must be provided with:
  - A collector's badge, which must be signed on receipt.
  - A certificate of authority and a copy of the Garda Permit (see legal points regarding information to be included)
  - A sealed collecting box or collection envelopes (collection envelopes must only be used by exemption order holders unless permission is granted to an organisation by the relevant police authority).
  - Clear instructions as to the proper conduct of the collection.
- Materials should be dispatched to collectors in good time. All materials must carry the charity's registration numbers.
- Arrangements must be made for the receipt of the collection proceeds and all used and unused materials connected with it at a specified point authorised by the organiser of the collection. To ensure that efficient and effective monitoring of all collections takes place, the issue and return of all materials connected with the collection should be recorded.
- Collection materials must be opened and the contents counted in the presence of the promoter of the collection. A record must be kept of the proceeds collected by each collector.
- Where collectors are asked to count the proceeds of their collection, they should have written instructions to open and count the proceeds only in the presence of the promoter or another responsible person who must confirm the proceeds of the collection in writing.
- All proceeds from all collectors must be remitted to the organiser of the collection as soon as possible. If the proceeds of the collection are not remitted within 7 working days of the collection, the charity should identify whether or not the collection took place and take appropriate action.

### In relation to Potential donors:

- Donations must be placed in either a sealed envelope or a sealed collecting tin.
- PAI should ensure that all supporting information on leaflets and on posters are clear, concise and conforms to the law.

## In relation to Collections organisers:

- Effective training of all those engaged in house to house/church gate collections is critical in ensuring a collection that is efficient, effective and accountable to donors.
- PAI must ensure that:
  - All collectors are 18 years or age or over.
  - All collectors must carry certificate of authority and a copy of the Garda Permit and display a badge
  - All collectors must be aware of their responsibilities, and it is preferable to arrange face-to-face meetings with potential collectors.
  - All collectors should receive clear instructions as to how to undertake their collection and the procedures to be followed when the collection is complete.
  - Collectors should be given sufficient information on the work of the charity and the collection to enable them to answer reasonable questions from donors.
  - PAI must be able to provide full details of all collectors within a given area, including name, address, telephone number email address and the precise area to be covered and the exact period during which the collector is authorised to collect.
  - PAI must have an agreed policy regarding insurance for collectors and their collections.
  - PAI must ensure that all collectors follow an agreed procedure from the banking of all receipts from the collections and the return of all collection materials.

## Legal points:

- To comply with the law.
- The collector's badge must have the name of PAI printed on it, bear the registered charity number and be signed by the collector.
- The collector's certificate of authority must show, the name and address of the charity, the name and address of the collector, the place of the collection, the signature of the collector and the promoter of the collection.
- Each Collector must carry a copy of the Garda Permit.

PAI must ensure that all statutory returns are completed in accordance with the requirements of current legislation.

## Online Electronic Fundraising

### General

Electronic fundraising, whether from individual members of the public or from organisations, is now widely recognised to be an extremely efficient means of generating income and PAI has begun to see its benefits.

Email is reported to be one of the most widely used online communication tools, next to using the internet as an information resource. Supporter education and engagement are universally accepted justifications for creating and maintaining an effective website. Online fundraising methods have become more diverse and has crossed into other electronic media such as I donate, SMS (short messaging system) and interactive television.

The internet is a vast field, and cannot be covered exhaustively in a Code such as this. Therefore, the aim is rather to concentrate on those areas of relevance to PAI in a way which helps to signpost other sources of advice and expertise along the way.

This section does not make a distinction between different methods of electronic fundraising as guidelines apply to any means of raising funds electronically from members of the public, or from organisations. Some of the most common methods of electronic fundraising being used today are receipts/gathering of donations, sponsored web pages or 'Click to give' mechanisms, fundraising event sponsorship, direct marketing by email and/or SMS. A number, but not all, of these methods are used by PAI.

### Media

#### 1. **Managing and Protecting our Online Brand.**

Building an online brand requires just as much care as building an offline brand. Online activities from design and content to services and communications will have an impact on reputation and brand experience, whether provided directly by PAI or via other relationships. Internet fundraising is open to abuse in the same way as any other fundraising medium so care is required.

#### 2. **Online Identity**

PAI logos must be a true and accurate version and must be visible on every page of its website. Content should be accurate and up to date. PAI will, where appropriate, consider displaying the logos or kite marks of any relevant membership organisations to which they belong or subscribe to prominently and consistently.

#### 3. **Brand Management**

Visitors to the PAI websites will gain an impression of the organisation regardless of whether they have encountered us in other ways. Consistency is important on our websites, particularly given that visitors can arrive at any page of a website and not just the home page. PAI aims to act honestly and transparently in all that it does online. We aim to ensure that:

- Emails from the website are directed to the correct individual and responses are prompt and courteous.
- Donations receive proper acknowledgement in good time.
- Online access is provided to relevant information and/or other documents/leaflets of interest to visitors free of charge e.g. case studies of best work, annual reports, education leaflets etc.
- Supporters understand the nature of any fundraising activity that they enter and the use that the funds raised will be used accordingly.
- Publish agreed procedures/protocols including the complaints process.
- Be clear about third party affiliations, the benefits and the costs, particularly with cause related marketing.
- To conduct online transactions through systems using the highest level of security to ensure the encryption and protection of sensitive data.
- Ensure that online donations are used to support the activities for which they have been solicited.

## Managing and Protecting our website and Social Media content

Considerable effort goes into managing the PAI website which consists of a range of documents, data, graphics, and at times video and sound files, all of which we aim to manage and protect from unauthorised copying or use. Some of this content is available for viewing on our site, whilst other information is offered to the user to download to their own computer. Every effort is made to ensure that all material is fit for its intended use.

Any content accepted from a third party for publication on our website is clearly attributed to its owner to ensure the source is clear to users.

## Online Direct Marketing

The PAI will ensure that it has consent from an individual before sending them promotional material electronically, and is given details of how and who to contact if he/ she does not wish to receive such information.

## Data Protection

The collection and handling of any personal information (which includes an individual's email address) will always be treated with care, and in accordance with the relevant provisions of the Data Protection Act.

Individuals must be informed of the use that will be made of the data they provide (including details about sharing the data with other organisations or individuals) at the point where information is requested, whether on a website, an email or another communication to the individual. Individuals must be informed that new and update material will be sent to them in future unless they request otherwise. Information providers must be given the option to 'opt out' at all times. This is in accordance with the Data Protection Act.