

PROPOSAL

FOR A

COMMON CODE OF

INTERNATIONAL ETHICS

FOR FUNDRAISERS¹

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¹ This report was commissioned by the Institute of Fundraising, London in 2004. It has been researched and written by Rosella Alicandro.

Mapping Codes of Ethics

The attached paper was written by Rosella Alicandro while on secondment to the Institute of Fundraising. Rosella was asked to carry out a project, for the European Fundraising Association (EFA) that examined all available codes of ethics around the world and produced a code that reflected the main areas of common ground.

This paper is designed to promote the debate around ethics in fundraising and it is not proposing that there should be a universal code. Its readers may have different ambitions. It is the wish of the EFA to spark comment and discussion. However the debate that is generated by this paper could usefully focus on seeing if agreement can be reached on common principles. It also hopes that such a document may be helpful for those countries working towards developing codes. However it is not the intention that any one or more countries should just adopt this code without detailed and vigorous examination of the local conditions and culture under which they fundraise.

In launching this document EFA would like to publicly thank Rosella for her work and energy. Rosella was ideally placed to carry out this assignment being half German and half Greek while working in England. She now works as a fundraiser for Deutsche Welthungerhilfe. EFA would also like to thank the Institute of Fundraising (UK) for funding this work and the Association of Fundraising Professionals (USA), whose original International Summit in Toronto in 2003 sparked this subject to be debated.

It is hoped this paper will drive that debate forward and involve many more countries and fundraisers.

The Board of the European Fundraising Association.

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Executive summary

Fundraisers' ethical awareness is an essential part of fundraising practice regardless of the country or cultural circumstances they work in. Ethical standards, developed by national professional bodies representing fundraisers (below referred to as 'national bodies') whom recognise the importance of ethics for the sector, provide guidance for best practice for fundraisers. Despite the efforts of many countries to produce codes and to share best practice with others, the existing codes are nevertheless formulated by national fundraising bodies according to their sector's national circumstances and cultural backgrounds.

The international fundraising community, led by the Association of Fundraising Professionals (AFP), came together in 2003 in Toronto to discuss a common ethical set of standards. This work, published under the banner of the European Fundraising Association (EFA), seeks to take that work on to the next stage. This common code is intended to provide international standards for fundraisers regardless of in which country they work. Furthermore, it should enable national bodies to advance or adopt new and existing principles of best practice, as well as using it as a basis to implement codes of ethics if they do not exist.

The common code aims to ensure a set standard of professional behaviour to protect the reputation of both individuals and the international sector as well as to guide the relationship with donors, beneficiaries and others involved in the fundraising process.

The proposed common code is set out in the "Common Code of International Ethics for Fundraisers – Conducts and Practices" which consists of two documents, **Common Code of International Ethical Conduct for Fundraisers** and **Common Code of International Ethical Principles for Fundraisers**.

These documents present the basic ethical principles of the fundraising profession. They recommend procedure when the work presents ethical dilemmas and deals with a fundraising organisation's, and an individual fundraiser's, relationship with donors, beneficiaries, not-for-profit organisations and others in the fundraising sector. This proposed Common Code of International Ethics for Fundraisers aims to provide a basis for discussion for all interested and involved parties with a final aim of agreeing and adopting the final Common Code of International Ethics for Fundraisers. However, the common code will be further developed in a continual process of use, review and revision.

Background to the proposal

In 2003, at an International summit, an initiative to develop a common code of international ethics for fundraisers was proposed. This initiative arose from the ongoing discussions on ethics and changes in the voluntary sector and fundraising that are surfacing, including issues such as regulation by national governments, development of different standards by national bodies or non-existence of ethical guidance. This common code could provide an internationally available resource of ethical guidance for fundraisers that would set a common international standard as well as for not-for-profit organisations involved in fundraising. Furthermore, it could be used by national bodies of fundraisers looking to develop new or existing national codes of ethics.

This initiative is a response to some important issues expressed by the EFA, the AFP and the FIA. Although these national bodies in general have ethical codes and compliance programmes in place, these codes are not based on common standards to ensure an equivalent basis of fundraising practice in different countries. Neither are approved guidelines available for fundraisers in countries without any professional support or for national bodies looking to set up national codes of practice.

In addition, international not-for-profit organisations or fundraisers working internationally have to consider all relevant national codes and problems such as e.g. differences between different national codes or conflicts with internal guidelines of not-for-profit organisation arise.

The primary goal of the common code is to develop a common basis of ethical standards, internationally applicable, to improve the overall development of fundraising. The common code would be a practical resource for all national bodies that sign up to it and their members as well as for all individual fundraisers and not-for-profit organisation of the world. All fundraisers would commit themselves to this common code and integrate this into their professional work. It also would provide guidance on a wide range of objectives of professional conduct and enable fundraisers, organisations and professional organisation to benchmark or develop their fundraising profession.

As well as strengthening their own fundraising abilities, fundraisers and organisations can also recommend the use of this common code to stakeholders such as the press or suppliers. Finally, this standard would be a useful and consistent tool for beneficiaries, donors and not-for-profit organisations to use in evaluating fundraisers, not-for-profit organisations and fundraising projects.

This paper is based on an evaluation of national code of ethics that were provided by national bodies of fundraisers. The challenge was to gather existing national codes of ethics. 50 countries were contacted and contacts included fundraisers, charities or governments. National bodies of 17 countries provided their code of ethics for fundraisers, while 12 countries do not have any codes and all remaining contacts could not provide any information regarding this enquiry.

The basis for the further development of the common code is to be found in “Common Code of International Ethics – Conducts and Practices” which consists of two documents, Common Code of International Ethical Conducts for Fundraisers and Common Code of International Ethical Practices for Fundraisers, which both constitute the international common code.

Common Code of International Ethical Conducts for Fundraisers

Introduction

The Institute of Fundraising recognises, together with the EFA, AFP and FIA members, the need for a declaration of ethical principles for guidance in dealing with ethical problems in fundraising.

The purposes of the **Common Code of International Ethical Conducts for Fundraisers** (below referred to as 'International Ethical Conducts') are:

- To formulate a set of basic principles for the fundraising profession, which can be adapted to accommodate cultural, social and legal differences.
- To identify areas that cause ethical dilemmas in the practice of fundraisers work (below referred to as 'problem areas') and to provide guidance on course of action.

The Common Code of International Ethical Conducts for Fundraisers

All Fundraisers observe the fundraising sector's mission of ethical fundraising through the following basic conducts:

Conduct 1 - Personal professional responsibility of fundraisers

- **Behaviour regarding the benefit and reputation of themselves and of others. (1.1)**
 - Conduct themselves at all times professionally with complete integrity, honesty and trustfulness.
 - Respect the dignity of their profession and ensure that their actions enhance the reputation of themselves, their professional body and the fundraising sector.
 - Fundraisers shall place their professional responsibilities before their own personal interests.
- **Regarding advantages. (1.2)**
 - They shall not misuse their authority of office for personal gain.
 - They shall in particular not exploit any relationship with a donor, prospect, volunteer or employee for personal benefit.
 - They shall in particular not profit in any way from undisclosed awards by suppliers as an inducement to gain contracts with an organisation that they work for.
 - They will not make nor be party to payments in cash or kind to anyone as an inducement to engage the fundraiser's services.
- **Own personal development and experience. (1.3)**
 - The fundraiser will continuously dedicate themselves to improving their professional skills.
 - They will ensure the quality and efficiency of work by implementing knowledge gained from ongoing personal development.
 - They will recognize their individual boundaries of competence and be forthcoming and truthful about their professional experience, skills and qualifications.
 - They are truthful about their own professional knowledge and skills when applying for fundraising appointments.
- **Supporting personal development of others. (1.4)**
 - They will be prepared to share their experience with other fundraisers and encourage others to achieve continuous improvement of professional skills.
 - They will promote the sharing of fundraising knowledge and skills.
 - They will seek to ensure that all who work with them have appropriate levels of competence for the effective discharge of their duties.
 - They encourage and support education, training and development in the principles and practices of professional fundraising.
- **Supporting development of fundraising techniques. (1.5)**
 - They will do their utmost to improve technical and other performance standards within the profession.

- They will share innovation with others.
- **Integrity regarding public behaviour and honesty. (1.6)**
 - They bring credit to the fundraising profession by their public demeanour. They perform professionally, honestly, openly and with integrity, with regard to their responsibility for the public's trust.
 - They stand for transparency in their work.
 - They shall at all times act honestly and in such a manner that natural or legal bodies are not misled while performing their fundraising activities.
 - They shall in particular at all times act honestly and truthfully so that donors and beneficiaries are not misled and shall ensure that every material provided states the truth.
- **Regarding professional behaviour regarding organisation they work for. (1.7)**
 - They subscribe to and work according to the highest standards and visions of the organisation they work with.
 - They will only work with organisations that meet or seek to meet demonstrably valid needs.
 - They will only work with organisations employing ethical fundraising methods
 - They will work in accordance with the ethical guidance that governs the relationship between the organisation they work with and their service providers.
 - They will strive to preserve the public's confidence in the organizations they work with and continually seek to improve relationships and communications with the public.
 - Adhere to the principle that all information created by, or on behalf of, an organisation is the property of an organisation and shall not be transferred or utilised except on behalf of that organisation.
- **Professional behaviour regarding working with colleagues, partners and other. (1.8)**
 - They acknowledge and respect the basic human rights of individuals and groups as expressed in the United Nations Universal Declaration of Human Rights.
 - They always attempt to work in harmony with their colleagues and their professional surrounding.
 - They attempt to inspire others with their professional behaviour and engagement.
- **Conflict of interest. (1.9)**
 - They will not engage in activities that conflict with their fiduciary, ethical, and legal obligations to their organisations and their clients.
 - They shall disclose all potential and actual conflict of interests; such disclosure does not preclude or imply ethical impropriety.
 - They will bring to the attention of anyone involved in a fundraising case, especially their employers, clients and donors, any potential links that may lead to a conflict of interest.
 - They should avoid simultaneous paid employment for organisations with the same kind of cause or projects.

- They will not promote any conflicting or contradicting interests without the explicit approval of the parties concerned after full disclosure of the facts.

Conduct 2 -Conditions for the Common Code of International Ethical Conducts for Fundraisers and Common Code of International Ethical Principles for Fundraisers

- **The common code shall not restrict any fundraisers in working with organisations, causes or programs which: (2.1)**
 - Advance human health, welfare, education and recreation, including the arts.
 - Improve social justice, particularly for those who have intellectual or physical disabilities.
 - Promote the protection of the environment and the health of flora and fauna.
 - Advance any other causes that are demonstrably in the public interest.
 - Although this common code has a non-political, non-sectarian background, rights of fundraisers are recognised who work with and for political and religious groups.
- **This common code and adopted national codes of ethics. (2.2)**
 - Fundraiser will subscribe to this common code or the adopted national code.
 - National bodies subscribing to this common code and their members will promote and support the principles of this and their national adopted codes during the course of their professional activities.
 - They will not knowingly act in a manner inconsistent with this common code, or knowingly cause or permit others to do so.
 - They will encourage colleagues to embrace and practise this or the national adopted common code.
 - They will support the development of this common code and the national adopted codes in cooperation with fundraisers and the sector.
 - They shall not knowingly permit or encourage others to act in a manner inconsistent with this common code or adopted national code.
 - They will use this common code or adopted national code to encourage and work for the education of the community towards a greater understanding of, respect for, and confidence in the fundraising professional and its role in the society.

Common Codes of International Ethical Practices for Fundraisers

Introduction

Existing national codes of ethics and conduct for fundraisers already contain common standards of ethical practice for fundraisers.

The proposed **Common Code of International Ethical Practices for Fundraisers**

(below referred to as 'International Ethical Practices') is based on these national codes.

This International Ethical Principles of ethical practices for fundraisers developed by the Institute of Fundraising is a proposal for all interested and involved parties to consider and to decide.

This code of practices cover 6 key parts:

- Fundraiser's responsibility regarding donation
- Relationship with stakeholders
- Responsibility around communication, marketing and public information
- Management, report, accountancy and fundraising costs
- Payments, salary and wages
- Compliance with national state laws

In addition to these International Ethical Practices, fundraisers and fundraising organisations should observe the guidelines for good governance and management set out by international or national bodies or government.

The Common Codes of Ethical Practices

Fundraiser's responsibility regarding donation

- **Acceptance and refusal of donation. (1.1)**
 - Normally a donation should be thankfully accepted.
 - Donation should not be accepted if:
 - A donation is revealed not to be voluntary.
 - A donor's activities are contrary to the organisation objectives.
 - The potential donor is a person or a company the organisation wishes to avoid association with donor, great care should be exercised in coming to a decision.
 - A donation is linked to conditions that are difficult to fulfil.
 - Ultimate responsibility for all decisions, even where decision-making has been delegated to staff or volunteer (below referred to as 'fundraiser'), must rest with the trustees of the organisation that funds are raised for.
 - Fundraiser will take all decisions relating to the acceptance or refusal of donation in the best interests of the organisation they work with.
 - No personal benefit (individually or collectively) must derive from donations, loans or other material support offered to the not-for-profit organisation.
 - Fundraiser has a duty to consider carefully, on the basis of the evidence available, whether accepting or refusing a donation will better serve the organisation interests.
 - Donations can be refused in the case that it can be shown clearly that the cost to the charity of accepting a donation will be greater than the value of the donation itself.
 - Where a donation has been refused donors should always be given an explanation.
 - Should they receive a donation quite clearly intended for a different recipient, it will immediately be sent to the other recipient. In cases of doubt, the donor shall be contacted or the donation shall be sent back.
 - In order to prevent possible disputes and/or negative publicity in complex or potentially difficult cases, fundraisers may wish to apply to their national representation, another national regulation body or international organisation for official advice.
- **Responsibility regarding the use of donation and alteration. (1.2)**
 - Fundraisers are morally responsible for the proper use of collected funds.
 - They shall take care to ensure that donations are used in accordance with the donors' wishes or what can be reasonably presumed to be the donors' intention.
 - A donor has to be informed and asked whether or not a donation shall be returned or whether the donation might be used for a different clearly defined aim if:
 - A donor has attached clear conditions to a donation, or if fundraising has aimed at a specific objective, which cannot later be completed.
 - Destination of a donation has to be necessarily modified.
 - Once a charity has accepted a donation it should only return it:

- If the terms and conditions of the donation provide for it to be returned in particular circumstances e.g. as agreed terms of return in case of alteration of donation use.
 - Where national law specifically provides for the donation to be returned in particular circumstances.
 - By way of an ex-gratia payment, (a payment made to discharge a compelling moral, but not legal, obligation).
 - They will not keep nor support keeping of raised funds simply to gain financial profit.
 - They will not encourage changes in fundraising projects that deviate the projects from origin missions, in order to adapt to the interests of eventual donor.
- **Responsibility regarding administration around funds raised. (1.3)**
 - Fundraisers are morally responsible for the strict management of the collected funds.
 - They will assure that a donation will reach its desired use as rapidly and best effective as possible. Delays using funds have to be motivated on justifiable grounds.
 - They will inform donors during actual fundraising if part of these raised funds are saved for specific reasons, e.g. to allow for a later mustering of resources.
 - They ensure that donors and involved persons are fully and clearly informed about the destination of funds raised.
 - They will inform the public of achievement regarding any publicly stated target.
 - Controls should be established and exercised to ensure the security of money received from the time the donor hands it over until it has been banked and used for its raised case.
 - If funds are raised by membership fees an appropriate time should be given under consideration of national law to cancel a new membership.
 - **Responsibility regarding collection behaviour. (1.4)**
 - Fundraiser will make sure that collections are done carefully and professionally, with special awareness of the common code regarding responsibility around communication and public information.
 - They will oppose and not misrepresent in any form, including exaggerated claims of past achievements, offers or promises to raise unobtainable sums of funds, using misleading or elusive details on the use of any donation, using misleading or elusive requests for donations.
 - They will not hide any essential information, possibly influencing donors' decisions.
 - They will respect donors and potential donors' free choice of giving and conduct fundraising at all times without the use of pressure, harassment, intimidation, or coercion.
 - They will take care that group lists are used with considerable care to avoid social pressure to give.
 - They will not use moments of weakness of a potential donor, such as on the death of a relative.
 - They will encourage the generosity of the public.

- **Responsibility regarding collection behaviour with new media/electronic media. (1.5)**
 - Fundraiser will work professionally and carefully when using new media to raise funds, furthermore they will recognise the possibilities of new media and continue to develop their skills in this area.
 - They will ensure that fundraising via Internet, SMS and other forms of electronic payment channels is secure, which includes ensuring that chosen payment solutions are secure.
 - They will be cautious in their use of mass mailings via email.
 - Collaborations between two organisations that is stated on organisation's websites, should ensure that donors can check collaboration easily from either website, e.g. set up hyperlinks to and from respective websites for raising funds via third parties' fundraising portals.
 - It has become frequent when collecting via electronic media for a site visitor to be asked to click on a picture or a 'banner', leading to the sponsor contributing a certain sum to an organisation. After the click, the person is exposed to an advertising message from the sponsoring company and the transfer of a financial sum from the company to the organisation is confirmed. Expressions such as "free donation" or "thanks for your donation" should be avoided since persons clicking do not themselves make a financial contribution.

- **Responsibility regarding collection behaviour via box collection and similar. (1.6)**
 - Fundraiser will work professionally and truthfully, with special awareness of the common code regarding responsibility around communication and public information.
 - Fundraisers will ensure that persons collecting shall carry clear and distinctive identifying documents, which enables them to give proof of identity on request.
 - They will ensure that collectors shall be able to give details of fundraising organisation controls for the collection.
 - They will ensure that collectors have a collection licence available for display if required by local or national law.
 - Collection boxes shall be sealed and emptied in the presence of minimum two persons.
 - They will ensure that records of sums collected shall be maintained.

- **Responsibility regarding collection behaviour via telephone/fax. (1.7)**
 - Fundraiser will work professionally and respectfully to raise funds by telephone or fax, with special awareness of the section regarding responsibility around communication and public information.
 - They must at all times answer questions honestly and ensure answers to those questions they personally are unable to answer are provided.
 - They will always accept a refusal of an invitation or offer politely and directly.
 - They must provide to called persons a clear opportunity to accept or decline the invitation or offer. Consent to mail material should never be assumed.
 - They should ensure that calls are convenient and interruptions are possible, like personal activities. In any case they should freely offer to call back at a more suitable time.

- Telephone calls and faxes should be only made at reasonable hours. Generally these are not before 9.00am and not after 8.00pm, not on national public holidays and national religious days.
 - They will ensure that called persons are aware of any recording of the call, possible use of the information from the call and the recipient's freedom to end the call.
 - They will not make calls or send faxes under false pretences or in the guise of research or market survey when the intent is to get donations or to sell.
 - Telephone and fax-aided fundraising collection from individuals with help from fax systems or automatic ringing device lacking human involvement shall only occur where the recipient has agreed to this in advance.
 - Use of ex-directory telephone numbers (numbers not listed in official and public phone books) by organisations for collection is not permitted.
 - Fundraiser phone number shall not be made invisible to the number display of called persons.
 - If a called person is contacted through an external party via telephone or fax on behalf of another organisation, then this shall be made clear.
- **Responsibility regarding collection behaviour via mailing. (1.8)**
 - Fundraiser will work professionally and follow ethical conducts, with special awareness of responsibility around communication and public information.
 - An initial donation request should not be of invoice character.
 - Goods should not be sent with an invoice or payment slip to people who have not ordered the goods. This includes fundraising behaviour where those potential donors are informed that donations are voluntary and that the goods can be thrown away or returned to sender should they not wish to keep them.
- **Responsibility regarding collection behaviour regarding shops and collection of goods. (1.9)**
 - Fundraiser will ensure professionalism towards raising money through shops and collecting goods, with special awareness of the sections regarding fiscal control, management and reporting and responsibility around communication and public information.
 - The organisation's amount of earned income shall be stated to the public for goods sold through an external company or other external party.
 - The public shall be informed where clothes or goods are collected for an organisation, which do not go directly to the needy, but instead will be sold for fundraising projects.

Relationship with stakeholders

- **Fundraisers always respect and guarantee the donor's rights and undertake to: (2.1)**
 - Fundraiser will strive to achieve the highest professional standards at all times.
 - All communications surrounding donations will be honest, truthful and timely, while always complying with existing national laws.
 - No form of pressure will take place at any time.

- A donor has the right to receive appropriate recognition for their donation. Public recognition has to be approved by the donor before taking place.
- The donor's right to privacy and confidentiality will be respected, and comply with existing national laws relating to fundraising and the use of personal data.
- A donor should always be informed and able to remove their name of any lists shared by the organisation with a third party.
- Donations will be applied to the purpose for which it was originally requested and that these donations will be used in a way that preserves the dignity of the beneficiary.
- A donor will be informed about the way their donation is used by the organisation.
- A donor will be informed about the fiscal implications of their donation, and get access to the most recent annual financial information of the organisation.
- A donor has a right to be informed about the nature and the content of the organisation's mission, and to get access to information about the organisation.
- A donor has a right to be informed about the organisation's ability to use their donation to fulfil the organisation's missions effectively.
- Fundraiser and the organisation that they work with will consider how they meet the donor's wishes and will be transparent in their dealings with them.
- Provide donor with the possibility of correcting or withdrawing personal information.

- **Relationship with beneficiary. (2.2)**

- Fundraiser will respect the beneficiary's rights and preserve their dignity and self-respect.
- They will not dwell unnecessarily or negatively on the impairment, dependency or disability of clients.
- They will not refer to the beneficiary by an unacceptable label (such as 'a leper', 'retarded')
- They will not knowingly be party to the use of promotional or other material for fundraising purposes that denigrates the dignity of the beneficiary or infringes their privacy.
- They will not use any language that suggests that the client is to be pitied or feared.

- **Relationships with trustees of organisation. (2.3)**

- Fundraiser will respect the trustees' rights of access to complete and truthful information.
- They will respect and support the trustees to act in the best interest of the organisation they work for.
- They will respect the privacy and confidentiality of the trustees.

- **Relationships with service providers and suppliers. (2.4)**

- Fundraiser should actively encourage the establishment and exercise of rules and controls for dealing with suppliers based on the common code and national adopted codes.
- Fundraiser working with suppliers or intermediary agents to deliver a fundraising service should be informed about how the supplier operates.

- Fundraiser shall be able to show that suppliers do not gain unreasonable profit while working with an organisation.
- Suppliers should be members of approved trade associations, where possible.
- Fundraiser will ensure contracts respect the common code.

Responsibility around communication, marketing and public information

- **Fundraiser responsibility around public information. (3.1)**

- Fundraisers are professionally and morally responsible for public information and materials reflecting the organisation they work for or information regarding the organisation's work.
- They will ensure that public information is accurate, truthful and not misleading.
- They will ensure that all fundraising and information materials clearly identify the benefiting organisation, programmes and fundraising activities.
- They will ensure that fundraising information includes the organisation's name raising the funds, the legal situation of the organisation, organisation's mission, fundraising purpose and appeal or information about beneficiary.
- They will ensure that the fundraising objective is defined to the general public.
- Fundraising literature and promotional material will be ethical and in keeping with the aims and directions of the benefiting organisation.
- Fundraiser will ensure that all public communication contributes to the goals of the organisation and to the well being of beneficiaries.
- An approach is unethical if it has the effect of detracting from the dignity and self-respect of beneficiaries, even if it raises the most money.
- Organisation will not express in public information that fundraising lacks administration and fundraising costs, and thus give the impression that fundraising activity is without costs. This means it is inconsistent with these guidelines to state, for example: "your donation goes directly and in full to the objective", "every penny reaches its destination", or issue any kind of donor guarantee of such character.
- Fundraiser will ensure that information, especially if it is confidential, will not be disclosed to unauthorised person or groups.

- **Public information about use of funds. (3.2)**

- Fundraiser will include information about programmes and activities for which funds are requested.
- They will provide truthful information about use of funds accurately and appropriately, without exaggeration.
- Additional information will be included in cases, where the reason for raising funds is not obvious through the programme or the organisation's circumstances e.g. organisation name.
- Information about use of funds will clearly declare the destination of the collected funds and how they will be used.

- **Information regarding patrons, presidents, and supporters. (3.3)**

- Fundraiser will ensure that public information, e.g. a fundraising message, will not refer to a person or carry their signature or present them like a guarantee without permission.
 - Fundraiser will ensure that the integrity and reputation of the person stated as a supporter fits with the organisation's missions.
 - If public information refers to a person as a supporter then the person's bond with the organisation will be indicated.
 - Communication will not reproduce or quote any testimony, certificate or recommendation that is not truthful and must be attached to the experience of the person who gives it. The use of testimonies or out-of-date, or inapplicable recommendations for other reasons is not recommended.
- **Promotional and publicity materials. (3.4)**
 - Publicity and information materials will be prepared as part of planned and ongoing public relations programs.
 - Fundraising and information materials will be part of a positive campaign of building public awareness, understanding and support.
 - If something's picture, e.g. people, is used then it will be depicted in a worthy manner.
 - Unethical practice is to use children on materials to raise funds for adult services, giving the impression that the clients are childlike.
 - If pictures are used as part of marketing, then it must be possible to relate such material to the actual situation described and included within the fundraising objective.
- **Use of statistics, official information and other. (3.5)**
 - Fundraiser will ensure that any communication used which quotes studies or statistics will mention sources of information and dates of publication.
 - Fundraisers will ensure that quotations of texts or references are not taken out of context.
- **Use of information. (3.6)**
 - Fundraiser will ensure that any use of information will be based on fair competition and commitment to mutual information.
 - They will protect and respect the donor and beneficiary rights in using information.
 - Data protection rules and laws have to be respected at all times.
 - Donors have a right to obtain an adequate acknowledgment in accordance with the organisation's principles.
- **Respect human rights and dignity. (3.7)**
 - Fundraiser will ensure that any information, in text or picture, respects human dignity and will not use racist or sexist expressions.
- **Property of information. (3.8)**

- Fundraiser will adhere to the principle that all donor and prospect 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 the organisation.
- Fundraisers will recommend to the organisation they work for not to pass or to sell donor names to another organisation.
- **Respect of wishes of donor, beneficiary and other. (3.8)**
 - Privileged information about donor, beneficiary or other will not be revealed without their authorisation or used against their wishes, except as may be required by statute or national law.
 - Donor have to be informed in good time if it is intended to rent, sell or exchange personal data. Donor will have the right to be excluded from the data before the exchange.
 - Donor, beneficiaries and others will not be recognisably described without their permission.
 - Donor wishes to be removed from personal request list or no longer to be subject to personal requests will be respected.
- **Confidentially. (3.9)**
 - Fundraiser will respect and not disclose personal information, except as may be required by national statute or national law, or give privileged or confidential information to unauthorised parties.
 - They will preserve the confidential nature of the documents and files with which they are entrusted by the organisation they work for. This will be by strict limitation of access to those files, especially donor files.
 - All confidential information will be left intact when the relationship between a fundraiser and an organisation comes to an end.
 - They will commit themselves to fair competition and mutual use of information in the respect of confidentiality requirements.

Management Reporting, Finance and fundraising costs

- **Management. (4.1)**
 - Fundraiser will manage funds in the most effective and efficient manner and according to the aim the funds are raised for.
 - They will advise the organisation they work with to undertake only fundraising projects, with due regard to the bona fide needs that can be achieved according to the organisation's professional experience, based on a professional analysis of existing data and justified by the organisation's mission.
 - They will encourage the organisation they work for to adopt management procedures and to develop internal control mechanisms.
 - They will examine or support their organisation in positive spirit with regard to the possibility of collaborating with other organisations.
 - They will recognise and discharge to the best of their abilities all obligations to the organisation they serve in matters of internal management and administration.

- They will see themselves as accountable to the boards and executives of the organisation they serve. Furthermore they will see themselves also accountable to the donors, beneficiaries and the wider public.
- **Reporting. (4.2)**
 - Fundraiser will stand for transparency and will be able to account anytime for their professional work.
 - They will record results of raised funds and fundraising campaigns.
 - Do you mean: They will ensure the provision of information about the development of funds raised for a project on a regular basis, especially to donors.
 - They will make information regarding their professional work and projects available to third parties only in accordance with the organisation they work for.
 - They will predict financial results of funds raised and make them public only when predictions have been validated by thorough fundraising analysis.
 - They will submit free of charge the organisation's annual report, annual accounts and audit report on behalf and in accordance with the organisation they work for.
- **Finance. (4.3)**
 - Fundraiser will encourage the organisation they work for to adopt accurate and consistent accounting methods according to existing national laws and existing national or international regulations e.g. guidelines from national bodies.
 - They will be aware of and able to apply existing national accounting methods that enable them to account to the organisation's board and executives all income earned and all costs incurred by projects.
 - They will actively assist in the organisation's production of annual and other reports.
 - They will support the organisation they work for, based on applied accounting methods, to satisfactorily passing existing national external audits.
- **Fundraising costs. (4.4)**
 - Fundraisers will take care to raise funds by justifiable efforts, especially financially.
 - They will not undertake work that involves costs hidden to the organisation they work for.
 - They will disclose all projected and actual fees and expenses, and divide into objective-related expenditure, fundraising expenditure and administration expenditure if possible.
 - They will be able to provide, on behalf of the organisation they work for, a clear account of costs if the fundraising is carried out by another organisation.
 - They will observe fundraising costs, which are determined by national legislation or other regulation as e.g. for raffles in some countries.

Payments, salary and wages

- **Payments, salary and wages of fundraiser. (5.1)**
 - Fundraisers provide their service either as volunteer, on a salaried basis or on the basis of pre-determined fees if retained as a consultant.

- Fundraisers are not encouraged to agree on payments based on a minimum amount raised.
 - Fundraisers can propose and accept performance-based remuneration, such as a bonus or an award beyond a fixed payment. Performance-based remuneration has to be in accord with prevailing practices within the organisation they work for, and not based on a percentage of funds raised.
 - Criteria that will qualify a fundraiser for performance-based remuneration must be agreed beforehand.
 - Fundraiser will not be influenced by any gratuity when making decisions for on behalf of the organisation.
 - Fundraiser will not seek nor accept any personal payments, in cash or in kind, from a supplier of goods or services in recompense for business placed with that supplier.
- **Payments, salary and wages of others. (5.2)**
 - Fundraiser will not pay a finder's fee, commission or percentage remuneration based on raised funds. They will also encourage their organisation not to pay any.

Compliance with national state laws

- **Compliance with national state laws. (6.1)**
 - They will stand for and ensure that the organisation they work for comply with all applicable local, state, provincial, and national or international civil and criminal laws.
 - They will not engage in activities that conflict with national or international legal obligations to their organisation. Moreover, they will avoid even the appearance of any criminal offence or professional misconduct.

Proposal report

Policy context to the proposal

The purpose of this proposed common code was to provide a basis for discussion for all interested and involved parties with a final aim of agreeing and adopting the final **Common Code of International Ethics for Fundraisers**. The method employed to develop this proposal has been an evaluation of national codes of ethics that were provided by national bodies of fundraisers. This issue was highlighted to the Institute of Fundraising by the international fundraising community, in particular the European Fundraising Association, the American Fundraising Profession, and the Fundraising Institute Australia members, which encouraged the development of an international applicable common code of ethics for fundraisers.

The service context for the initiation of this proposed common code was to establish and to provide an internationally available resource of ethical guidance for fundraisers that would set a common international standard as well as for not-for-profit organisations involved in fundraising. Furthermore, it could be used by national bodies of fundraisers looking to develop new or existing national codes of ethics.

Evaluation procedure

Evaluation on the proposed common code, of the English and Germany translated national codes, took the form of analysing all national codes and the used structures to develop topics for specific code areas covered by national codes. All national codes then were divided according those areas followed by an analysis of the different individual national codes represented in each area. Specific codes were developed and formulated based on the analysis's results.

Results

There is widespread support for the development of a common code for fundraisers from countries with national bodies or not and with existing national codes or not. Almost all contacted national bodies, except of two countries are able to provide their national codes in English or in German. Although a professional support from all involved national bodies was provided difficulties of understanding the meaning of the provided codes and therefore the analysing exist. Those difficulties are based on the individual national usage of the English language, including different understanding of words and grammar. Furthermore the comparison of national codes are complex because of the fact that differences within the codes are too significant to formulate one unique or common code, although national codes are covering same topics. Recognising each national core solves this problem and lead to formulating similar codes reflecting and taking into account the different issues.

In this code the word 'will' is used as a unique expression without any intention to dictate or to fix a formulated codes. The codes are set up to provide guidance and it is up to all involved and interested parties to determine for each sentence if it shall be a 'should', indicating a course of action that is recommended as best practice, or a 'ought', indicating a requirement that is mandatory for fundraisers. Additional each national body shall use 'must' in the national adapted common codes, indicating a requirement that is mandatory at law.

The problem areas such as raising ethical issues directly are not necessarily universal due to cultural and governmental differences even so the problems based on the usage of English language. Each national body and fundraising sector is encouraged to promote discussion and to provide a translation of the common codes in each country's native language. It is furthermore necessary that each national body offer clarification of

important issues and problems particularly relevant to that country, as this common code is a guideline and provides just a basis for ethical advice.

Appendix I – Reference list

Beatrice Lentati	Delegate, ASSIF - Associazione Italiana Fundraiser, Italy
Lindsay Boswell	CEO, Institute of Fundraising, UK
Andrew Watt	Head of Policy and Standards, Institute of Fundraising, UK
Lutgart Govaerts	Belgian Fundraisers Network, The Association for Ethical Fundraising, Belgium
Mette Grovermann	Chefsekretær, ISOBRO, Denmark
Norma Galafassi	Treasurer, Aedros - Asociación de Ejecutivos de Organizaciones Sociales de Argentina, Argentina

Appendix II – Web-Site list for national codes for fundraisers

EFA – European Fundraising Association		www.efa-net.org
AEDROS - Asociación de Ejecutivos de Organizaciones Sociales de Argentina	Argentina	www.aedros.org
FIA – Fundraising Institute Australia	Australia	www.fia.org.au
FMA – Austrian Fundraising Managers Association	Austria	www.fundraising.at
Belgian Fundraisers Network, The Association for Ethical Fundraising	Belgium	----
ABCR - Associação Brasileira de Captadores de Recursos	Brazil	www.abcr.com.br
I.S.O.B.R.O. – Danish Fundraising Council	Denmark	www.isobro.de
Union pour la Généreusité	France	www.uniongenerosite.org
BSM – Deutscher Fundraising Verband	Germany	www.fundraisingverband.de
Institute of Fundraising	United Kingdom	www.institute-of-fundraising.org.uk
ASSIF – Associazione Italiana Fundraiser	Italy	www.assif.it
NGF – Nederlands Genootschap van Fondsenwervers - Dutch Fundraisers Association	Netherlands	www.ngf.nu
FINZ – Fundraising Institute of New Zealand	New Zealand	www.fundraising.org.nz
SAIF – Southern Africa Institute of Fundraising	Southern Africa	www.saifundraising.org.za
Swedish Fundraising Council	Sweden	--
SGFF - Société suisse des spécialistes en Fundraising	Switzerland	www.sgff.ch
AFP – Association of Fundraising Professionals	USA, Canada	www.afpnet.org