

# Fundraising Now

## Fundraising regulation and the new Code of Fundraising Practice

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# What we will cover

- A recap as to why we reviewed the code
- A summary of changes effective 1 October 2019
- An in depth look at how to navigate the code online
- Top tips on putting the code into practice

# Who we are

**We regulate all charitable fundraising in England, Wales and Northern Ireland.**

- We set the standards for fundraising across the UK
- We investigate complaints about fundraising.
- We provide guidance and support and conduct research.
- We give people more control over communications they receive from charities.

# Code of Fundraising Practice

- Consistent standards for fundraising
- Sets expectations for charitable organisations
- Sets out standards for considering complaints
- Benchmark for best practice
- Developing respect between fundraisers and the public



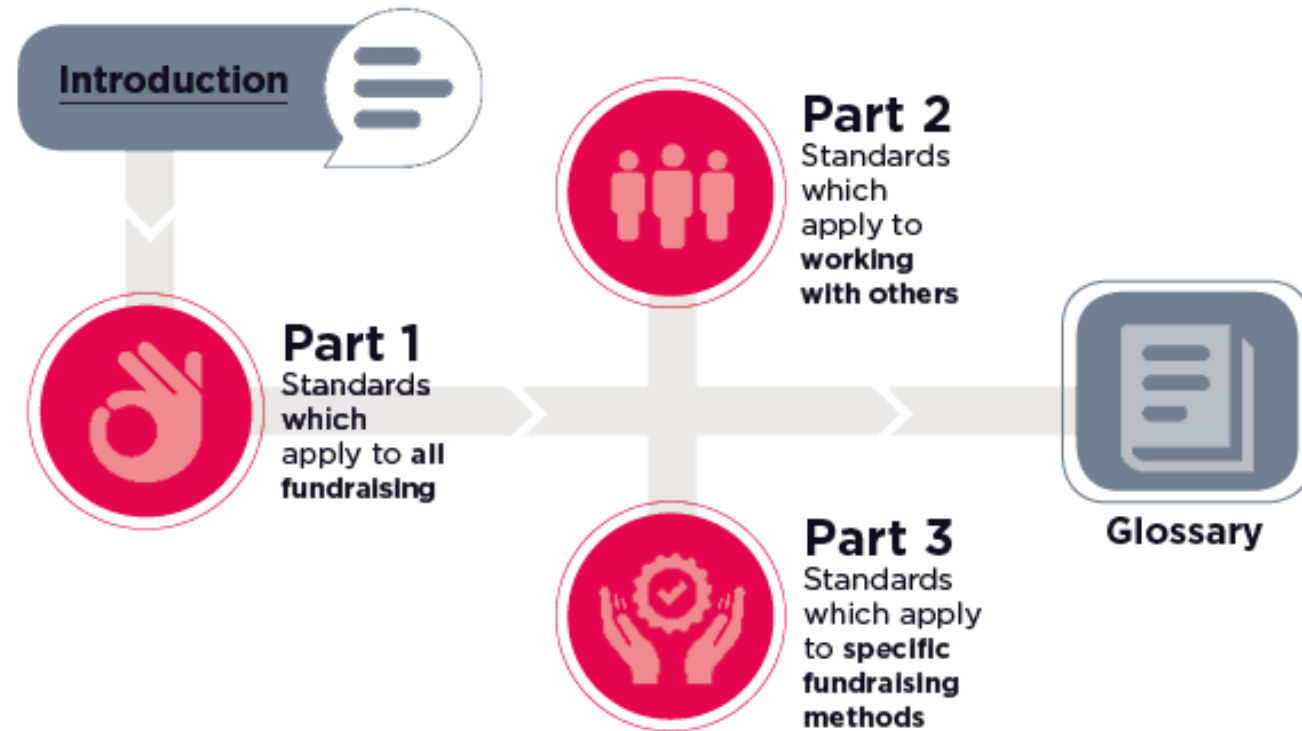
# Review of code 2018-19

- Reviewed accessibility of the Code
- Changes based on consultation during 2018
- Published in June 2019
- Effective from 1<sup>st</sup> October 2019 in new user-friendly online format – visit [www.fundraisingregulator.org.uk/code](http://www.fundraisingregulator.org.uk/code)

# Code changes effective 1 October 2019

- Consolidation of all standards into one code
- Clearer navigation by restructuring standards into three parts
- Clarification where there are differences in law
- Plain English Crystal Mark standard

# Structure of the code



# The code and the law

- Standards where '**must**' and '**must not**' are in **bold** text indicate a standard based on a legal requirement
- However, all of the standards are equal
- The code is **not** designed to be a legal handbook - you are responsible for making sure that you get the advice you need

## Further requirements for Scotland

6.1.9 If a street collection qualifies as a public charitable collection, you **must not** allow children under 14 to take part, and **must not** allow children under 16 to carry out house-to-house collections.

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# Plain English

- **Example:** Terms governing conditions of confidence and what constitutes confidential information **MUST** be stipulated as part of the written agreement between the Consultant/ Freelance Fundraiser and Client.
- **Becomes:** The written agreement between you and the third-party fundraiser must include terms defining what is considered confidential information.

# Use of the term 'you'

## PDF



*In this section, 'you' means a charitable institution or third-party fundraiser.*

## Online



In this section, 'you' means a charitable institution or third-party fundraiser.

# Using the code online

- Regional differences
- Quick sharing links
- Navigating the code
- Glossary definitions
- Linking to other standards and guidance

## Code of Fundraising Practice

The Code of Fundraising Practice sets the standards that apply to fundraising carried out by all charitable institutions and third party fundraisers in the UK. It replaces the previous code, rulebooks and legal appendices.

Recommendations on changes to the code are made by the Fundraising Regulator's standards committee in consultation with our stakeholders. Changes to the code must be approved by the Fundraising Regulator's board.

Use the links below to navigate through the code and make sure you read the 'using the code' section first.

-  **Using the code**
-  **Standards: All fundraising**
-  **Standards: Working with others**
-  **Standards: Specific fundraising methods**
-  **Index**
-  **Glossary**



# Regional differences

## Further requirements for England and Wales

- 6.1.8. You **must not** allow anyone under the age of 16 to carry out house-to-house collections, unless the collection is taking place in the City of London, in which case, you **must not** allow anyone under the age of 18 to take part. You **must not** allow anyone under 16 to carry out street collections, except in London where, if you have special permission, you can use street collectors aged 14 or over.


## Further requirements for Scotland

- 6.1.9. If a street collection qualifies as a public charitable collection, you **must not** allow children under 14 to take part, and **must not** allow children under 16 to carry out house-to-house collections.

## Further requirements for Northern Ireland


- 6.1.10. You **must not** allow anyone under the age of 16 to carry out street collections or house-to-house collections. The exception to this is if a house-to-house collection is taking place across Northern Ireland and you are a youth organisation which the Department for Communities has approved for carrying out the collection under an exemption order, in which case you can have collectors aged 12 and over.

# Quick sharing links

Fundraising Code Directory Complaints Registration More from us 





Code of Fundraising Practice / Using the code

the code

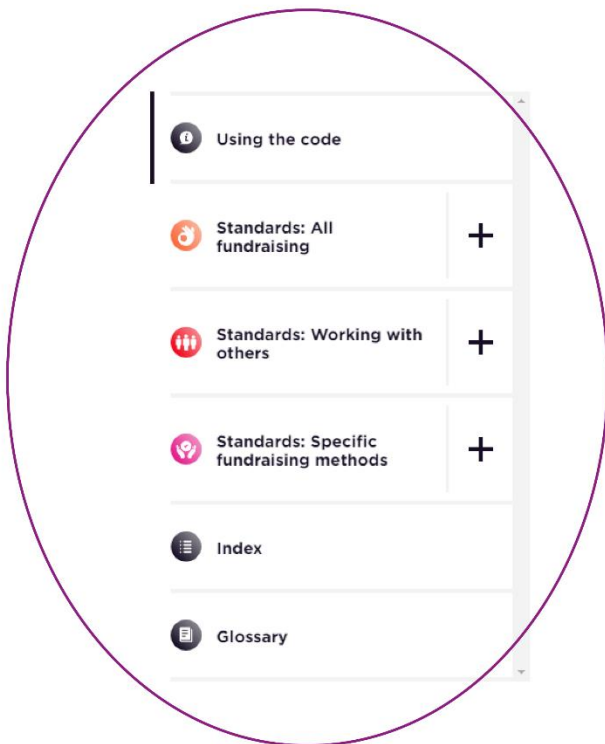
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## Using the code

### Introduction

# Navigating the code



## Investigating complaints

We may investigate:

- complaints from the public about fundraising, if these cannot be resolved by the charities themselves; or
- fundraising that has caused or could cause significant public concern.

When considering complaints we will use the version of the code that was in effect at the time of the incident. Our [complaints process](#) provides more information about how we investigate complaints.

In Scotland, complaints about Scottish-registered charities are dealt with by the Scottish Fundraising Standards Panel.

We and the Scottish Fundraising Standards Panel follow a 'lead' regulator model in considering complaints. This means that when a complaint is made, either we or the Scottish Fundraising Standards Panel will consider it, depending on which country the charity is primarily registered in. There is more information in our [Memorandum of Understanding](#).

**Date effective:** 1 October 2019

# Glossary definitions

The screenshot shows a website interface with a sidebar on the left containing a table of contents with four items: 1. Behaviour when fundraising, 2. Responsibilities of charitable institutions and those who govern them, 3. Processing personal data (information), and 4. Processing donations. Below the sidebar are three menu items: 'Standards: Working with others', 'Standards: Specific fundraising methods', and 'Index'. The main content area features a grey box with an information icon and the text: 'In this section, 'you' means a charitable institution or third-party fundraiser.' A white pop-up window with a red header and a close button (X) is overlaid on the page, displaying the definition: 'donor A person who gives a donation to a charitable institution.' Below the definition is a link: 'View the glossary.'

1. Behaviour when fundraising

2. Responsibilities of charitable institutions and those who govern them

3. Processing personal data (information)

4. Processing donations

**donor** A person who gives a donation to a charitable institution.

[View the glossary](#)

Standards: Working with others

Standards: Specific fundraising methods





Index

In this section, 'you' means a charitable institution or third-party fundraiser.

1.1.3. You must not unfairly criticise or insult other people or organisations.

1.1.4. You must not encourage a donor to cancel or change an existing donation in favour of a donation to another charitable institution.

# Linking to other standards and guidance

4. Processing donations		
	Standards: Working with others	+
	Standards: Specific fundraising methods	+
	Index	
	Glossary	

For more standards on fundraising that involves children (in particular, age limits and data protection), see [section 6 Fundraising involving children](#).

## Further guidance

- The Institute of Fundraising: [Treating Donors Fairly](#) for guidance on people in vulnerable circumstances

Date effective: 1 October 2019



# Applying the code

You must:

- make sure you meet the standards
- be able to justify the decisions you make
- make your staff and volunteers aware of the standards



# Navigating the changes

- **Mapping guide** is designed to help you understand what's changed and where you can find standards in the new code
- **Deletions and mergers logs** indicate which standards have been merged or deleted

# Putting the code into practice

- Don't panic!
- Take time to digest the new code
- Check whether you need to update training materials or internal policies
- Talk to staff and volunteers about the changes; opportunity to raise awareness of the standards that you are expected to meet
- Contact [enquiries@fundraisingregulator.org.uk](mailto:enquiries@fundraisingregulator.org.uk) or phone 0300 999 3407

# Our complains process

- Complaints are a learning opportunity
- Encourage 'local resolution'
- Look at complaints against the code
- Make recommendations for improvement
- External review process
- Publish named case summaries on our website



# Complaints Report 2017/18

- Key themes from complaints we received and investigated
- Complaints from charities spending the most on fundraising
- How this can help you fundraise better



# Complaints we received

- Misleading information – handle all information/data carefully
- Managing supporter data – responsive to the public wishes
- Monitoring third parties – systems to manage activity
- Better complaint handling – less work and escalation

# Poor complaint handling

- Most frequent code breach type
- Common breaches relate to inadequate response to concerns
- Important for small charities – need procedures in place
- **Key learning:** bad handling of complaints leads to more work, more complaints and further escalation...

# How to improve complaint handling

- Increase understanding of what a complaint is
- Have an effective complaints process/procedures
- Respond in a timely way
- Investigate thoroughly with transparent decisions
- Learn from complaints and show your supporters this
- Consult our complaints handling guidance





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**Any questions?**