



# National Fundraising Principles

Commence early 2024

## Background

Fundraising activities in Australia are regulated by state and territory governments. Charities that fundraise across borders have been subject to the various registration and reporting requirements of each jurisdiction in which they operate.

The South Australian government has been working with the other jurisdictions, including the Commonwealth, to harmonise fundraising regulation and reduce red tape for charities that are registered with the Australian Charities and Not-for-profit Commission and conduct fundraising across borders. The Commonwealth, state and territory treasurers have agreed to a set of national fundraising principles.

In South Australia, the National Fundraising Principles will effectively replace the content in the South Australian Charities Code of Practice (Code) from early in 2024.

Amendments to the fundraising Code will come into effect by way of notice in the South Australian Gazette. Charities will be advised of the date on which the amendments are coming into effect.

## National Fundraising Principles

When conducting fundraising activities, charitable organisations must ensure that their employees, volunteers, contractors and anyone else who they engage or arrange to raise funds on their behalf:

1. Always explain the purpose of their charity and the purpose to which the funds raised will be applied in ways that are appropriate for the audience.
2. Always be clearly, and individually, identifiable by the public (including to display identification that contains the individual's name, whether they are a volunteer, employee or acting in some other capacity for a charitable organisation or commercial fundraising organisation, and that organisation's name and contact details).
3. Always make and keep written records of fundraising activities that can be easily read and understood.
4. Always acknowledge and comply with a:
  - refusal to make a donation
  - request not to receive future solicitations (including marketing and promotional materials)

- request to be contacted at a more convenient time or by a different means
  - request to limit the number, type or frequency of solicitations.
5. Never conduct door-to-door or telephone fundraising activity at the following times:
    - before 9 am or after 5 pm on a weekend
    - before 9 am or after 6 pm (door-to-door) or 8pm (telephone) on a weekday
    - on a public holiday, unless the public holiday is closely connected with a fundraiser's charitable purpose.
  6. Never mislead, deceive or knowingly use false or inaccurate information when fundraising.
  7. Never place undue or unreasonable pressure on a person when fundraising, or act unconscionably in any way to obtain a donation.
  8. Never exploit the trust, lack of knowledge, lack of capacity, apparent need for care and support, or vulnerable circumstances of any donor.
  9. Always make it clear whether a donation is a one-off or an ongoing donation, and clearly explain how to end an ongoing donation.
  10. For commercial fundraisers engaged to fundraise for a charitable organisation, never accept a donation without having explained that they are part of an organisation that makes a profit from fundraising as well as how they are paid.
  11. Conduct all reasonable due diligence when engaging third parties to assist, support or deliver fundraising activities on its behalf.
  12. Make and keep written records of the total funds raised and the purposes for which funds are applied.
  13. Take all reasonable measures to protect the health, safety and wellbeing of fundraisers employed or directly engaged by them, as well as members of the public, when fundraising.
  14. Establish and maintain a complaints process that allows for proper investigation and redress of fundraising complaints that may be made by the public and encourage anyone with concerns about a fundraising activity conducted by or on behalf of the charity to contact them.
  15. Ensure information covered by the *Privacy Act 1998* (the Act) is collected, used and managed in accordance with the Australian Privacy Principles where required under the Act.
  16. Always ensure remuneration to commercial fundraisers engaged to fundraise for a charitable organisation is not excessive when compared to money or goods received for the charitable purpose of the fundraising.

At all times, charitable organisations must:

11. Conduct all reasonable due diligence when engaging third parties to assist, support or deliver fundraising activities on its behalf.