

**External Relations Team Ethics/Responsibility Pledge**

I, the undersigned, have read and agreed to carry out the following policies/principles in my work with the Aliveness Project:

- Community-Centric Fundraising (CCF)'s 10 Principles of Community-Centric Fundraising
- The Association of Fundraising Professionals (AFP) Code of Ethical Standards
- AFP Donor Bill of Rights
- AFP Code of Ethics
- National Fundraising Associations International Statement of Ethical Principles in Fundraising

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## **10 Principles of Community-Centric Fundraising**

The 10 Principles of Community-Centric Fundraising are ever-evolving core principles that have been developed from conversations with so many fundraisers of color over the the past few years. These 10 Principles are how we aspire to transform fundraising and philanthropy, so that they are co-grounded in racial and economic justice. We envision these principles changing and adapting over time, as we all continue to have more conversations and healthy arguments.

We also believe that CCF is not a one-size-fits-all model and that our 10 Principles may look very different in practice at different organizations, depending on so many variables and nuances. Consider these 10 Principles a starting point.

1. Fundraising must be grounded in race, equity, and social justice.
2. Individual organizational missions are not as important as the collective community.
3. Nonprofits are generous with and mutually supportive of one another.
4. All who engage in strengthening the community are equally valued, whether volunteer, staff, donor, or board member.
5. Time is valued equally as money.
6. We treat donors as partners, and this means that we are transparent, assume the best intentions, and occasionally have difficult conversations.
7. We foster a sense of belonging, not othering.
8. We promote the understanding that everyone (donors, staff, funders, board members, volunteers) personally benefits from engaging in the work of social justice – it's not just charity and compassion.
9. We see the work of social justice as holistic and transformative, not transactional.
10. We recognize that healing and liberation requires a commitment to economic justice.

More details on each principle can be found at <https://communitycentricfundraising.org/ccf-principles/>



# CODE OF ETHICAL STANDARDS

## ETHICAL STANDARDS (Adopted 1964; amended Oct 2014)

The Association of Fundraising Professionals believes that ethical behavior fosters the development and growth of fundraising professionals and the fundraising profession and enhances philanthropy and volunteerism. AFP Members recognize their responsibility to ethically generate or support ethical generation of philanthropic support. Violation of the standards may subject the member to disciplinary sanctions as provided in the AFP Ethics Enforcement Procedures. AFP members, both individual and business, agree to abide (and ensure, to the best of their ability, that all members of their staff abide) by the AFP standards.

### PUBLIC TRUST, TRANSPARENCY & CONFLICTS OF INTEREST

#### Members shall:

- 1 not engage in activities that harm the members' organizations, clients or profession or knowingly bring the profession into disrepute.
- 2 not engage in activities that conflict with their fiduciary, ethical and legal obligations to their organizations, clients or profession.
- 3 effectively disclose all potential and actual conflicts of interest; such disclosure does not preclude or imply ethical impropriety.
- 4 not exploit any relationship with a donor, prospect, volunteer, client or employee for the benefit of the members or the members' organizations.
- 5 comply with all applicable local, state, provincial and federal civil and criminal laws.
- 6 recognize their individual boundaries of professional competence.
- 7 present and supply products and/or services honestly and without misrepresentation.
- 8 establish the nature and purpose of any contractual relationship at the outset and be responsive and available to parties before, during and after any sale of materials and/or services.
- 9 never knowingly infringe the intellectual property rights of other parties.
- 10 protect the confidentiality of all privileged information relating to the provider/client relationships.
- 11 never disparage competitors untruthfully.

### SOLICITATION & STEWARDSHIP OF PHILANTHROPIC FUNDS

#### Members shall:

- 12 ensure that all solicitation and communication materials are accurate and correctly reflect their organization's mission and use of solicited funds.
- 13 ensure that donors receive informed, accurate and ethical advice about the value and tax implications of contributions.

- 14 ensure that contributions are used in accordance with donors' intentions.
- 15 ensure proper stewardship of all revenue sources, including timely reports on the use and management of such funds.
- 16 obtain explicit consent by donors before altering the conditions of financial transactions.

### TREATMENT OF CONFIDENTIAL & PROPRIETARY INFORMATION

#### Members shall:

- 17 not disclose privileged or confidential information to unauthorized parties.
- 18 adhere to the principle that all donor and prospect information created by, or on behalf of, an organization or a client is the property of that organization or client.
- 19 give donors and clients the opportunity to have their names removed from lists that are sold to, rented to or exchanged with other organizations.
- 20 when stating fundraising results, use accurate and consistent accounting methods that conform to the relevant guidelines adopted by the appropriate authority.

### COMPENSATION, BONUSES & FINDER'S FEES

#### Members shall:

- 21 not accept compensation or enter into a contract that is based on a percentage of contributions; nor shall members accept finder's fees or contingent fees.
- 22 be permitted to accept performance-based compensation, such as bonuses, only if such bonuses are in accord with prevailing practices within the members' own organizations and are not based on a percentage of contributions.
- 23 neither offer nor accept payments or special considerations for the purpose of influencing the selection of products or services.
- 24 not pay finder's fees, commissions or percentage compensation based on contributions.
- 25 meet the legal requirements for the disbursement of funds if they receive funds on behalf of a donor or client.

# A DONOR BILL OF RIGHTS

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## DEVELOPED BY:



Association of Fundraising Professionals (AFP)



Association for Healthcare Philanthropy (AHP)



Council for Advancement and Support of Education (CASE)



Giving Institute: Leading Consultants to Non-Profits

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**PHILANTHROPY** is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

## I

To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.

## II

To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.

## III

To have access to the organization's most recent financial statements.

## IV

To be assured their gifts will be used for the purposes for which they were given.

## V

To receive appropriate acknowledgement and recognition.

## VI

To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.

## VII

To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.

## VIII

To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.

## IX

To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.

## X

To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

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## VALUES PROMOTED BY THE AFP CODE OF ETHICS

The Association of Fundraising Professionals (AFP) serves the public trust by promoting ethical and effective fundraising. AFP members are guided in their ethical decision-making by the AFP Code of Ethical Principles and Standards, which is grounded in a set of values that fundraisers aspire to honor in their lives and work. When these values are evident in our fundraising practice, we believe that our work leads to integrity in our personal, professional, organizational and public lives.

An ethical fundraiser aspires to:

- \* **Observe** and **adhere** to the AFP Code and all relevant laws and regulations;
- \* Build personal confidence and public support by being **trustworthy** in all circumstances;
- \* Practice **honesty** in relationships;
- \* Be **accountable** for professional, organizational and public behavior;
- \* Be **transparent** and forthcoming in all dealings; and,
- \* Be **courageous** in serving the public trust.

We strive to live out these values, which are at the heart of our public character as philanthropic fundraisers, and to grow in our ethical understanding and practice.



ADOPTED BY THE AFP ETHICS COMMITTEE, 9/7/12

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# International Statement of Ethical Principles in Fundraising

All over the globe, fundraisers work to make the world a better place. Our causes are diverse and distinct, but our passion and commitment are universal. The way that we go about raising money is different according to the culture, society, and laws of where we fundraise, but we share a commitment that wherever we fundraise, we do so to a high standard and follow an ethical approach.

This Statement of Ethical Principles in Fundraising sets out the values, beliefs, and principles that govern professional fundraisers across the world. It sets out what unites us in the way that we fundraise, and joins us together as a global fundraising community dedicated to achieving fundraising excellence for our causes, donors, and supporters.

The Statement does not replicate, replace, or supersede any laws or codes of conduct that are in place in any individual country, as it is expected that fundraisers will fully observe the law wherever they work. Instead, the Statement outlines the ethical approach and articulates the values that drive fundraising professionals and provides a framework of how we will work globally. Organisations who voluntarily endorse and support this Statement do so as a demonstration of their commitment to fundraising excellence and as a declaration of their shared interest in a global understanding of these principles.

Where fundraisers are working in areas with a developed code of conduct, this Statement should complement the standards that are set, and for others can form a basis for the development of fundraising practice or regulation. By following these principles, we believe that we will deliver the best experience for our donors and supporters, grow public trust and confidence in fundraising, and be best placed to achieve our mission.

## Our shared principles for fundraising

As fundraisers, these principles set out how we work and define our ethical approach:

**Honesty:** Fundraisers will always be honest and truthful, upholding public trust and never misleading supporters or the public.

**Respect:** Fundraisers will always be respectful of our beneficiaries and donors, following their choices and wishes, wherever possible.

**Integrity:** Fundraisers will always act with integrity, following legislative and regulatory requirements, and will always work for the best interests of our causes and supporters.

**Transparency:** Fundraisers will always be transparent, clear and accurate about the work of our causes, how donations will be managed and spent, and report on costs and impact accurately.

**Responsibility:** Fundraisers will always act responsibly, understanding that we share a common objective to promote fundraising excellence for the benefit of the common good. We value and encourage diversity in our practice and our fundraisers, and continually seek to develop our professional standards.

## **Standards of fundraising practice**

Our standards are presented as being the benchmark for fundraising excellence and set out our shared framework for working to the highest level and in the best interests of our causes, while respecting our donors and being accountable in our work.

### **1. Responsibility to fully comply with relevant legislation and regulatory standards**

- Fundraisers will work according to the national and international legal obligations that apply to their organisation's location, legal form, and activities.
- Fundraisers will follow any agreed upon regulatory systems for fundraising and specific codes of practice for fundraising that are set in their location.
- Fundraisers will not take action that could constitute professional misconduct or create a conflict of interest.

### **2. Responsibility to supporters**

- Fundraisers will always respect the free choice of all individuals to give donations or not.
- Fundraisers will respect the rights of donors and follow their preferences on communications and privacy.
- Fundraisers will be open and transparent with donors on the use of their funds, providing clear information on how donations are spent and the impact of their work.
- Fundraisers will be truthful and honest in all of their fundraising communications, in any medium and by any means, using accurate information about their cause in their materials, communications and activities.
- Where a donor has expressed a view on the specific service or project that they would like their money to be applied, the donor's wishes will be followed wherever possible. In the event that the money cannot be used in line with the donor's wishes, the fundraiser will seek further agreement from the individual or organisation on the use of their donation.

### **3. Responsibility to their cause and beneficiaries**

- Fundraisers will work together with their trustees or relevant governance structure to best achieve the overall goals and objectives of their cause, making decisions and working in accordance with the values of the organisation.
- Fundraisers will always be respectful of their beneficiaries and uphold their dignity and self-respect in the fundraising communications or materials that they use.
- Fundraisers will not accept donations where the acceptance of those gifts would not be in the best interests of the organisation or create a conflict of interest that would be detrimental to the organisation's reputation, mission, and relationship with existing supporters and beneficiaries.

### **4. Management reporting, finance and fundraising costs**

- Fundraisers will be transparent and accurate in presenting fundraising costs, fees and expenses, without expressing or suggesting in communications and materials that fundraising lacks administration and fundraising costs.
- Fundraisers will ensure that all fundraising transactions, accounting, and reporting for which they are responsible are transparent and accurate.
- Fundraisers will work with their organisation to provide accurate reports on their organisation's income and expenditure according to their national regulatory framework and publish clear information on their activities for stakeholders, beneficiaries, donors and the public.

### **5. Pay and compensation**

- Fundraisers will expect fair remuneration for their work and will not use their position to make any unauthorised or disproportionate personal gain.
- Fundraisers will not seek any personal benefits or gratuities in the course of their work. Any benefits or gratuities that are offered to a fundraiser will be declared to their organisation and/or any relevant authority and only accepted if in line with the set policy and with any necessary approval.
- When fundraisers work with suppliers, partners, or third-party agencies, they will take all reasonable steps to ensure that those external parties work to the same standards that they are held to, and that they do not receive unreasonable and disproportionate payment for their work.
- All payment and remuneration for fundraisers will be arranged before work is carried out, with any performance-related payments agreed in advance and set to ensure that payments will not be disproportionate or unreasonable.

***Agreed by representatives of National Fundraising Associations and adopted at the International Fundraising Summit in London on 7 July 2018***