



## Document Control

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## **Glossary of Terms & Definitions**

SHS	Sunbeam House Services
CEO	Chief Executive Officer
CII	Charities Institute Ireland
Guidelines	Guidelines for Charitable Organisations on Fundraising from the Public



## **1.0 PURPOSE:**

This Fundraising Policy is in compliance with the Statement of Guiding Principles for Fundraising which was drawn up for the Irish Charities sector in the context of the **Charities Act (2009)** and the **'Guidelines for Charitable Organisations on Fundraising from the Public'** which was published by the Charities Regulator in 2017. A full copy of the Guidelines for Charitable Organisations is available at <https://www.charitiesregulator.ie/media/1083/guidance-for-fundraising-english.pdf>

The Charities Act has the stated objective of “... **implementing agreed Codes of Good Practice in relation to the actual fund-raising operations ...**”. The Statement sets out best practice for charities who fundraise from the public, based around core principles of respect, honesty, and openness.

## **2.0 SCOPE:**

This Fundraising Policy applies to any individuals or groups (volunteers, agents or staff) who are undertaking fundraising activities on behalf of Sunbeam House Services CLG (SHS) and has been prepared in accordance with the **'Statement of Guiding Principles for Fundraising'**, a full copy of which is at <https://www.charitiesinstituteireland.ie/guidelines>.

Charities Institute Ireland (CII) supports charities to create positive social change. Further guideline documentation are available at <https://www.charitiesinstituteireland.ie/our-governance>

## **3.0 Public Fundraising Compliance Statement**

Sunbeam House Services is committed to complying with the Statement for Guiding Principles for Fundraising, the Guidelines for Charitable Organisations on Fundraising from the Public and has formally discussed and adopted the Statement at a meeting of the governing body (Board of Directors). Sunbeam House Services confirms its commitment to the principles set out in the 'Statement of Guiding Principles for Fundraising and the Guidelines for Charitable Organisations on Fundraising from the Public' by a statement to that effect in all future annual Directors' Reports.

Sunbeam House Services has a Donor Charter which is consistent with the 'Statement of Guiding Principles for Fundraising and the Guidelines for Charitable Organisations on Fundraising from the Public'.

Sunbeam House Services monitors compliance with the 'Statement of Guiding Principles for Fundraising, the Guidelines for Charitable Organisations on Fundraising from the Public'. Compliance is reported to, and discussed at, Board level. Sunbeam House Services considers the 'Statement of Guiding Principles for Fundraising and the Guidelines for Charitable Organisations on Fundraising from the Public' when planning all fundraising activity.

Sunbeam House Services provides honest, open, accountable and transparent disclosure when fundraising from the public.

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Sunbeam House Services has appointed a senior member of staff to be responsible for compliance with the **‘Statement of Guiding Principles for Fundraising and the Guidelines for Charitable Organisations on Fundraising from the Public’**.

Sunbeam House Services ensures that fundraising staff/volunteers are provided with information and training, when needed, on the **‘Statement of Guiding Principles for Fundraising, the Guidelines for Charitable Organisations on Fundraising from the Public’** and its implementation.

Sunbeam House Services has a feedback and complaints procedure consistent with the **‘Statement of Guiding Principles for Fundraising and the Guidelines for Charitable Organisations on Fundraising from the Public’**. Feedback is recorded for review by relevant staff including the CEO and the Board of SDirectors. Feedback is responded to promptly and appropriately.

Sunbeam House Services prepares financial reports consistent with the requirements of the Charities Act 2009 which include a statement concerning the extent to which control of the organisation is independent of its funding sources.

Sunbeam House Services ensures that all donations are tracked and recorded and complies with data protection requirements.

Sunbeam House Services is accessible to the public through a number of readily available contact options including but not limited to phone, mail, email, internet and social media.

#### **4.0 Donor Charter**

As a charitable company limited by guarantee seeking donations from the public, we at Sunbeam House Services aim to comply with the **‘Guidelines for Charitable Organisations on Fundraising from the Public’**.

Our pledge is to treat all our donors with respect, honesty, and openness. We commit to being accountable and transparent so that donors and prospective donors can have full confidence in Sunbeam House Services. We promise we will effectively apply your gifts to us for their intended purposes. We commit that you, our donors, and prospective donors, will:

- Be informed of the organisation’s mission, and of the way the organisation intends to use donated resources.
- Be informed of the identity of those serving on the organisation’s Board of Directors, and that the Board of Directors will exercise prudent judgement in its stewardship responsibilities.
- Have access to the organisation’s most recent financial statements (online).
- Be assured your gifts will be used for the purposes for which they were given.
- Receive appropriate acknowledgement and recognition.
- Be assured that information that your donation is handled with respect and with confidentiality to the extent provided by law and requested by you.
- Expect that all relationships with individuals representing the charity will be dealt with professionally.
- Be informed whether those seeking donations are volunteers, employees of the organisation or hired third party agents.
- Have easily available the agreed procedures for making and responding to complaints.

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- Have the opportunity for any names to be deleted from mailing lists and to be informed if the organisation intends to share the mailing lists with third parties.
- Receive prompt, truthful and forthright answers to questions you might have about the organisation.
- If or when a member of the public enquires about the employment standing of a fundraiser, they must receive an honest and open answer. The standing in this case relates to whether or not a fundraiser is a volunteer, a paid employee of the charitable organisation or a third-party agent working on behalf of the charity.

## **5.0 What to do if you have Feedback?**

If you do have a comment about any aspect of our fundraising work, you can contact Sunbeam House Services in writing or by telephone. In the first instance, your comment will be dealt with by our Chief Executive Officer. Please give us as much information as possible and let us know how you would like us to respond, providing relevant contact details.

Write to:

Joe Lynch  
CEO  
Sunbeam House Services  
Southern Cross House  
Southern Cross Business Park  
Wurzburg Road,  
Bray  
Co Wicklow, A98 RH93

Tel: +353 (0)1 286 8451

Email: [fundraising@sunbeam.ie](mailto:fundraising@sunbeam.ie)

We are open 5 days a week, Monday to Friday (excluding Bank Holidays) from 9.00 am to 5.00 pm and closed between 1.00 pm and 2.00 pm each day.

What to do if you wish to make a complaint?

If you wish to make a complaint, please consult our Complaints Policy, available on our website and from our national office.

## **6.0 The Responsibility of those Managing Fundraising Activities**

Fundraisers and fundraising charities, such as the Sunbeam House Services CLG, commit themselves to the highest standards of good practice and to ensuring that all their fundraising activities are respectful, honest, open and legal. Any information obtained in confidence as part of the fundraising process must not be disclosed without express prior consent. Those responsible (or their designate, whether a volunteer, agent or employee) must:

- 6.1 Be responsible for ensuring that fundraisers are aware of and can generally communicate the purpose of the organisation and of the specific fundraising efforts they are involved in;

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- 6.2 Be responsible for ensuring that fundraisers are aware that they must disclose if they are employees of the organisation or third-party agents;
- 6.3 Provide, where possible, clear, and adequate, written or verbal, information to the public about any relevant follow-up including telephone procedures;
- 6.4 Have procedures to ensure that, wherever possible, particular caution is exercised when soliciting from people who may be considered vulnerable;
- 6.5 Ensure that, where paid, fundraisers are remunerated by such methods that will avoid the incidence of pressure on the potential donor to donate;
- 6.6 Where events organised in the charity's name are not known by the charity until after the fact, the charity will work with that fundraiser to ensure they are aware of the standards expected and that the fundraiser will apply them to any future events they hold for the charity;
- 6.7 Where donations are raised through electronic means, for example through charities' websites, the level of security applied to such websites shall be of a sufficient standard to protect the confidentiality of donor's credit card and other personal details;
- 6.8 Ensure all public collections have a Garda permit, or where no permit is necessary, permission from the relevant authority (such as for collections in church grounds);
- 6.9 Ensure there is signed confirmation that data is kept securely and confidentially and in compliance with the Data Protection Acts 1988 to 2018 and the General Data Protection Regulation;
- 6.10 Ensure that the recruitment process screens potential recruits to indicate suitability (subject to data protection regulations);
- 6.11 Where remunerated, ensure fundraisers are legally entitled to work in the jurisdiction;
- 6.12 Be responsible for ensuring that, where paid, all fundraisers and third party agents are given appropriate contracts, to include a clause stipulating their compliance with the 'Statement of Guiding Principles for Fundraising, the Guidelines for Charitable Organisations on Fundraising from the Public' and with any legal requirements that apply;
- 6.13 Ensure that appropriate training, education and information is available to fundraisers to enable them perform their roles effectively;
- 6.14 Comply with the ICTR good practice factsheet on handling cash and non-cash donations;
- 6.15 Ensure as is reasonably practicable, fundraisers are not exposed to risks to their health and safety;

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- 6.16 Be generally responsible to explain to the public how fundraising is organised and to help educate the public about the realities of resourcing charitable organisations. Where specific questions are received these should be answered openly and honestly. The principle of informing the charity in advance and adhering to these standards will be highlighted as much as possible by the organisation.

## **7.0 Procedures and Guidelines**

Procedures and guidelines have been developed by the CII to assist charitable organisations, like SHS, in relation to their fundraising activities. All such guidelines must be complied with in regarding to fundraising from the public. Current guidelines and procedures:

- 7.1 **Fundraising Direct Recruitment** – This relates to face-to-face fundraising for the purpose of securing committed regular donations for the charity. It applies to unsolicited personal approaches to members of the public in public places by individuals on behalf of the charity. It often involves the collection of a person’s bank details and their consent to setting up a regular standing order to the charity. This presents unique data protection issues and therefore specific training must be undertaken by any collector involved in this activity. Under Irish charity law, this practice is referred to as “non-cash collections”.
- 7.2 **Fundraising Cash Collections** – This applies to cash collections carried out by or on behalf of a charity, in public places, from house to house, at events or on private property such as in a shop or public house.
- 7.3 **Fundraising Digital Fundraising** – Digital fundraising encompasses a series of fundraising methods, including online fundraising through SHS’s website, fundraising through mobile apps or social media platforms and fundraising by way of e-mail communications.
- 7.4 **Fundraising Events** – This guideline focuses on the legal requirements and best practice that will generally apply to running an event, such as an organised music event, walk, run, etc. It also highlights certain other requirements that will need to be considered in respect of certain specific activities or types of event.
- 7.5 **Fundraising Lotteries** - Lotteries generally involve people buying a chance to win a prize. Raffles are a type of lottery. A raffle involves a person purchasing a numbered ticket, which has the chance of winning a prize. At a certain time, the winning ticket(s) are drawn from a container holding a copy of every number.
- 7.6 **Payroll Giving** – Staff are an invaluable asset to any organisation, and they may wish to donate to the cause they work for and believe in. This guideline applies to SHS in that it holds a section 848a donations relief status from the Irish Revenue Commissioners. Charities that hold section 848a donations relief are entitled to claim tax relief on certain donations from individuals that are over €250 per annum.

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- 7.7 **Fundraising Volunteers** – A volunteer is someone who, without payment or other material benefit, raises money or engages in a fundraising activity for the charity. There are often two types of volunteers, those who fundraise “on behalf of” a charity and those who fundraise “in aid of” a charity. A volunteer will be considered to be fundraising “on behalf of” a charity where they have been appointed by that charity to act on its behalf. A volunteer who raises money “in aid of” a charity acts independently and often without the prior knowledge of the charity.
- 7.8 **Working with Children** - In Ireland, a child is generally considered to be anyone under the age of 18. Children are often involved in raising money for charities. For instance, it is common place for children to be involved in “bag packing” where they offer to pack shoppers’ bags at a store’s checkout tills in the hope that the shoppers will make a donation. Similar to the position with respect to working with volunteers, there are two different scenarios in which a child will be involved in fundraising for a charity – “on behalf of” a charity or “in aid of” a charity. On Behalf Of, is a more formal relationship between the child and the charity. In Aid Of, the child acts independently and often without the prior knowledge of the charity.
- 7.9 **Fundraising Garda Permits** - Under the terms of the Street and House to House Collections Act, 1962 and as updated by the Charities Act 2009, Garda permits are required for the legal collection of cash (and when the relevant sections of the Charities Act 2009 are commenced, non-cash collections) from the public in any public place or places or by house to house visits.

All of the above Guidelines are available on Sunbeam House Services SharePoint portal and through the CII website <https://www.charitiesinstituteireland.ie/the-cii-codes>.

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