

# Fundraising

We commit that you, our financial contributors and prospective financial contributors will:

- Be informed of the organisation's [mission](#), and of the way the organisation intends to use funds received.
- Be informed of the identity of those serving on the organisation's [board of directors](#), and that the board will exercise prudent judgement in its stewardship responsibilities.
- Have access to the organisation's most recent [financial statements](#).
- Be assured your gifts will be used for the purposes for which they were given.
- Receive appropriate acknowledgement and recognition.
- Be assured that information about your financial contribution is handled with respect and with confidentiality to the extent provided by law.
- Expect that all relationships with individuals representing the charity will be dealt with professionally.
- Be informed whether those seeking financial contributors are volunteers, or employees of the organisation.
- Have easily available the agreed procedures for making and responding to complaints.
- Have the opportunity for any names to be deleted from mailing lists and to know the policy of the Irish Kidney Association is not to share mailing lists with third parties.
- Receive prompt, truthful and forthright answers to questions you might have of the organisation.

For further information contact:

Irish Kidney Association,  
Donor House, Block 43A,  
Park West, Dublin 12  
Ph: 353-1-6205306

## Objectives (Mission)

The prime role of the Irish Kidney Association is to support patients and their families effected by end stage kidney disease and are either being treated by dialysis or have a working kidney transplant. By providing information on kidney diseases, associated medical scenarios and social benefits and entitlements, the IKA helps patients and families live as normal a life as possible, given the presence of the kidney related illness.

As the only organisation representing the views of Irish kidney patients, the IKA continually lobbies on their behalf. This ongoing activity covers a wide variety of areas, including government departments, the HSE, hospitals, renal units and many other agencies. By joining with other organisations, the IKA helps in furthering the aims of all patients with chronic illness and improving their quality of life.

The patient remains at the centre of the IKA — the patient's needs are paramount.



# Commitment to Standards in Fundraising Practice

The Irish Kidney Association is fully committed to achieving the standards contained within the Statement of Guiding Principles for Fundraising.

The Statement exists to:

- Improve fundraising practice
- Promote high levels of accountability and transparency by the Irish Kidney Association's fundraising from the public
- Provide clarity and assurances to financial contributors and prospective financial contributors about the Irish Kidney Association.
- The Irish Kidney Association has considered the Statement and believe we meet the standards it sets out.
- The Irish Kidney Association report on our fundraising activities is available in our most recent [Annual Report](#).

*We welcome your feedback on our performance via any of the contact points provided (see below).*

Write to:

The Chief Executive  
Irish Kidney Association  
Donor House  
Block 43a  
Park West  
Dublin 12  
Telephone: 01-6205306  
Email: [markmurphy@ika.ie](mailto:markmurphy@ika.ie)  
[www.ika.ie](http://www.ika.ie)

We are open 5 days a week from 9.30 am to 5.30 pm, and closed between 1.00 pm and 2.00 pm each day.

The Irish Kidney Association is open about whether those seeking donations on their behalf are volunteers or employees of the organisation. Only volunteers take part in fundraising from the public and the IKA does not engage third party agents whatsoever. The IKA does not give, or permit any payment of commission to its volunteer collectors or its employees.

# Frequently Asked Questions: A Guide for Fundraisers

## Why does the Statement of Guiding Principles for Fundraising exist?

The Statement of Guiding Principles for Fundraising was drawn up in the context of the publication of the Charities Bill 2007 (now Charities Act 2009). The Act sets out that the operational and administrative aspects of fundraising will be regulated by agreed Codes of Practice to be developed with the sector. A feasibility study and public consultation was undertaken by ICTR in 2006/2007 to explore how the operational aspects of charitable fundraising could be effectively regulated through Codes of Practice for charitable fundraising.

In July 2007 a Working Group, the profile of which reflected the findings of the feasibility study, was convened to draft such a Statement. The Working Group initially reviewed Codes from other jurisdictions and from other sectors, considered best practice guidelines on regulation and took into account the feedback already received from the earlier consultations. An initial draft Statement was made available for public consultation in October/November 2007. Based on the feedback received from the consultation a final Statement was completed in January 2008.

This initiative is funded by the Department of Community, Rural and Gaeltacht Affairs in the context of the Charities Act 2009.

## How will the Charities Act help charities be accountable and transparent?

The Act provides for a new Charities Regulatory Authority. When the Authority is established, it will set up and maintain a public register of charities. Any organisation that wishes to operate as a charity in Ireland will be legally obliged to be on the Register of Charities. The Register will be accessible by the general public, thus enabling the public to determine the charitable bona fides of the organisations they are considering supporting. If an organisation is not on the register, it will not be a charity in law. It will be an offence for an organisation that is not on the register to describe itself in such terms as to cause a member of the public to reasonably believe that it is a charity. Every charity will have to keep proper books of accounts and (with some exceptions e.g. charities with total income and expenditure of less than €10,000 in a financial year) will be required to have these audited or examined. Every charity will also have to provide an annual report on its charitable activities to the new Charity Regulatory Authority, and this will be available to the public.

This improved transparency and accountability is intended to increase public confidence in charities, and to help people to make more informed choices about their charitable donations.

## Who does the Statement of Guiding Principles for Fundraising apply to?

All registered charities that fundraise from the public are expected to apply the standards proposed in the Statement. This will be overseen by a [Monitoring Group](#). If monitoring reveals that this approach is not working then the Act makes provision for statutory regulation to be introduced by the Minister.

The Statement can however be applied by any fundraising organisation that has an interest in meeting these standards of accountability and transparency, whether or not it is a charity.

### What is the start date for implementing the Fundraising Principles?

Charities should begin implementing the Guiding Principles immediately with the help of the resource materials provided. Sufficient time is being given to charities to get their systems in place before independent monitoring begins towards the end of 2010. Charities will be notified in advance of the exact timescale involved.

### Is this Statement the same as a Code of Practice?

The Statement is not a detailed operational Code; rather it presents a set of overarching principles and guidelines for fundraising in Ireland. More detailed Codes of Practice are in place for specific fundraising situations, such as the [Code of Practice of the Irish Fundraising Forum for Direct Recruitment](#), [Dóchas' Code of Conduct on Images and Messages](#) and [Dóchas' Irish Development NGOs Code of Corporate Governance](#). Requirements for other detailed Codes may emerge through the process of implementing and monitoring this Statement. If that is the case then such Codes can be provided for through an agreed process with the Monitoring Group and the [Charities Regulator](#).

### When does adherence to the Statement commence?

The board of the charity should formally commit that the organisation will comply with the Statement. A start date should be agreed and the organisation should plan to report on compliance on an annual basis, as part of the Annual Report. [The Checklist](#) provides further practical help in planning for implementation.

### We only fundraise through our volunteer network; does the Statement apply to us?

The Statement applies whether you carry out fundraising with paid staff, contracted fundraisers, third party agents or volunteers.

### We are not a charity; does the Statement apply to us?

If your organisation is not a charity you are not obliged to comply with the Statement. However the Statement can be voluntarily applied by any fundraising organisation with an interest in meeting standards of accountability and transparency, whether or not it is a charity.

### Do the Fundraising Principles apply to formalised groups (e.g. Parents' Associations; Friends of a charity etc.) fundraising on behalf of charities?

Yes. The charity should make sure that any groups (e.g. Parents' Associations; Friends of the charity etc.) formally linked to them apply the Guidelines to their fundraising.

### Do the Fundraising Principles cover European/International Fundraising?

Irish charities should apply the principles consistently to all of their fundraising whilst also complying with local legal requirements.

I am employed to be responsible for fundraising in my charity, what do I need to do to comply with the Statement?

The Checklist and other resources are provided on this site to help you ensure your organisation meets the standard of the Statement.

I am a board member of a charity that fundraises from the public, what do I need to do in relation to the Statement?

As a board member or trustee you are ultimately responsible to ensure that the organisation complies with the Statement. The Checklist and other resources are provided on this site to help you ensure that your organisation meets the standard of the Statement.

My charity doesn't comply with the Statement and I don't know how to change that, what can I do?

The board of your organisation is ultimately responsible for the organisation meeting these standards and the issue of non-compliance should be raised with it through the organisation's normal channels. If this does not elicit a change in practice you can address your query to the Monitoring Group.

Does the Statement apply to fundraising on the Internet?

All charities fundraising in Ireland must register with the Charities Regulatory Authority and are expected to apply these standards. If such an organisation fundraises via the internet then they should apply these standards to that form of fundraising as well as all other forms of fundraising they engage in.

Are unsolicited donations (i.e. gifts of cash or by cheque) subject to the Guiding Principles?

Yes.

What happens if a charity doesn't comply with the Statement?

Charities will be required to include a record in their Annual Report regarding their application of the Statement. If it is the case that aspects of the Statement are not applicable this should be noted (on the basis of the 'comply or explain' guideline).

The Guiding Principles refer to "organisational independence"(on page 16), what is meant by this?

That the charity is careful to ensure that no one single large gift or donation exerts undue influence on the organisation.

# Fundraising – Frequently Asked Questions and Financial Contributor Queries

## How will the Charities Act help charities be accountable and transparent?

The Act provides for a new Charities Regulatory Authority. When the Authority is set up it will establish a public register of Charities. Any organisation that wishes to operate as a charity in Ireland will be legally obliged to be on the Register of Charities. The Register will be accessible by the general public, thus enabling the public to determine the charitable bona fides of the organisations they are considering supporting. If an organisation is not on the register, it will not be a charity in law. It will be an offence for an organisation that is not on the register to describe itself in such terms as to cause a member of the public to reasonably believe that it is a charity. All charities will have to keep proper books of accounts and (with some exceptions, e.g. charities with total income and expenditure of less than €10,000 in a financial year) will be required to have these audited or examined.

Every charity will also have to provide an annual report on its charitable activities to the new Charity Regulatory Authority, and this will be available to the public. This improved transparency and accountability is intended to increase public confidence in charities, and to help people to make more informed choices about their charitable donations.

## If I suspect that a charity I know contribute financially doesn't comply with the Statement, what should I do?

If the matter is related to any suspected illegal act you must immediately contact An Garda Síochána.

For other matters you should first address your query or complaint in writing directly to the charity concerned. The organisation should have a Donor Charter and a Feedback and Complaints section, which will tell you how best to make your query or complaint known, and what you can expect from the organisation in terms of a response.

If you are unsatisfied with the response you receive, or with the channels outlined, you can raise your query with the Monitoring Group.

The Monitoring Group will investigate the query and respond to you directly.

## How can I be certain that the organisation I support is compliant with the Statement?

The Statement, in particular Section 4, sets out what you as a donor can expect from the organisation you support, or are thinking of supporting. You can expect the organisation to have a financial contributor Charter.

If you feel that the organisation does not meet the standards set out in the Statement, or in their financial contributor Charter, you should address your enquiry in the first instance in writing to the charity in question. If you are unhappy with the response you receive you can then address your query in writing to the Monitoring Group who will investigate it and reply to you (link to be provided when available).

## I want to collect for charity at my local supermarket. What do I need to do?

You must always contact the charity for which you wish to collect in advance and get their agreement and their assistance to help you in your endeavour. In some cases a permit may be required and the charity will need to apply for that. In other cases the

permission of the owner of the property (such as in a shopping centre) may be required. It is advised not to act on behalf of a charity (including fundraising on their behalf) without their prior knowledge and permission.

I want to carry out a House-to-House or Street Collection for charity. What do I need to do?

As above, you must always contact the charity for which you wish to collect in advance and get their agreement and their assistance to help you in your endeavour. In this case a permit is required and the charity will need to apply for that. It is advised not to act on behalf of a charity (including fundraising on their behalf) without their prior knowledge and permission.

Can I fundraise for my sick child?

Yes, but you must not call it a charity collection. This is because of the legal principle that charities are for the benefit of the public, or a significant section of the public, not for an individual. Check with An Garda Síochána if you are proposing to carry out a street or house to house collection. Although fundraising of this kind is not legally charitable, best practice is that proper accounts should be kept.



# Fundraising – Insurance

Insurance requirements are an area that often leads to confusion, yet it is of critical importance for a charity to understand what their obligations are in this area. Given the importance of insurance, it is strongly recommended that when planning any fundraising event or activity a charity should consult with their insurers to ensure they are adequately covered for the planned event or activity.

It is of equal importance that third party fundraisers e.g. members of the public, groups or companies organising fundraising events or activities on your behalf are made fully aware of the need to clarify whether their event or activity requires insurance cover and the need to arrange this cover if it is required.

NB Volunteers will assume they are covered under the charity's insurance. It is the charity's duty of care to communicate they are not covered for non produced (third party) events. The insurer will provide guidance on this. Clear communication to all new volunteers will help.

Charity and corporate insurance needs are the same within Ireland, however some specific differences would fall under the following:

## Public Liability Insurance

Public liability insurance protects your organisation from loss or damage resulting from a claim for damages by a third party arising from negligence on your part.

Charity fundraising needs to be considered here:

- Produced events (charity run/organised): are events that are organised and managed by a charity. These events should follow all audit and insurance guidelines to ensure cover under your public liability. All produced events should be declared to insurers in advance. Volunteers are deemed staff for produced events or where volunteers are following / carrying out work under the guidance of the organisation once declared to insurers in advance.
- Non produced events (third party events) – are independent events where volunteers arrange the event without direct input from the charity. Non produced or third party events are deemed “uninsurable” for a charity to cover as the charity is not in control of the event and therefore can not protect the event from negligence.

## Employer Liability insurance

Employer liability insurance protects employers from liabilities arising from disease, fatality, or injury to employees resulting from workplace conditions or practices.

- This should be extended out to cover volunteers for all produced (charity run/organized) events and volunteers who are carrying out work on behalf of your organisation (e.g. volunteer office staff). This must be declared to insurers in advance.

- However volunteers may well fulfill some services using their own insurance cover (e.g. a volunteer driver driving their own vehicle). It is important that both parties are clear in these instances about who is providing the cover.

Other specific areas to consider:

- Hold Harmless: are often requested by venues for large volunteering events. These should always be forwarded to your insurers for review as they, in summary, hold your organisation wholly responsible for any loss or damage at that location. It is usually advised that charities should not agree to any hold harmless, but this may differ from insurer to insurer. Charities should never sign Hold Harmless documents/clauses themselves.
- Custodial warranties – These are the cash limits per staff / volunteer. It is important to know what your warranties are to ensure cover in the event of theft. It is also important to advise any staff or volunteers handling money what these warranties are. This information is available from the insurer.

## Fundraising – Comments, Feedback and Complaints

The Irish Kidney Association is committed to ensuring that all our communications and dealings with the general public and our supporters are of the highest possible standard. We listen and respond to the views of the general public and our supporters so that we can continue to improve.

The Irish Kidney Association welcomes both positive and negative feedback. Therefore we aim to ensure that:

- It is as easy as possible to make a complaint;
- We treat as a complaint any clear expression of dissatisfaction with our operations which calls for a response;
- We treat it seriously whether it is made by telephone, letter, fax, email or in person;
- We deal with it quickly and politely;
- We respond accordingly – for example, with an explanation, or an apology where we have got things wrong and information on any action taken etc;
- We learn from complaints, use them to improve, and monitor them at our Board.

***If you do have a complaint or comment or feedback about any aspect of our work, you can contact the CEO in writing or by telephone.***

In the first instance, a complaint will be dealt with by our Chief Executive. Please give us as much information as possible and let us know how you would like us to respond to you.

Write to:

The Chief Executive  
Irish Kidney Association  
Donor House  
Block 43a  
Park West  
Dublin 12  
Telephone: 01-6205306  
Email: [markmurphy@ika.ie](mailto:markmurphy@ika.ie)  
[www.ika.ie](http://www.ika.ie)

We are open 5 days a week from 9.30 am to 5.30 pm.

### What happens next?

If you complain in person or over the phone, we will try to resolve the issue there and then. Similarly, if you complain by email or in writing we will always acknowledge your complaint within 7 days, and do everything we can to resolve it within 21 days. If this is not possible, we will explain why and provide a new deadline.

### What if the complaint is not resolved?

If you are not happy with our response, you may get in touch again by writing to the Irish Kidney Association's Chairman. The Chairman will ensure that your appeal is considered at Board level and will respond within two weeks of a board meeting.

### Monitoring Group

Ideally in the first instance you should address your complaint to the Irish Kidney Association as outlined. You may however at any stage make your complaint in writing to the [Monitoring Group](#) who oversee charities compliance with the Statement of Guiding Principles for Fundraising.

Finally if you feel that you are not satisfied we can direct you to an independent monitoring group who will assess your complaint in an objective manner.

### What happens next?

You will receive confirmation of receipt of your complaint. The Monitoring Group will consider complaints and will respond according to its own procedures.

This complaints procedure does not apply to The Irish Kidney Association's staff or members.