



POLICY

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# FUNDRAISING POLICY

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*Change begins with Education*

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## FUNDRAISING POLICY

### 1 DOCUMENT PURPOSE

This document sets out SeeBeyondBorders' Fundraising policy. It applies to all personnel: staff, volunteers, program participants, Board/Committee members and staff of partner organisations in so far as they are working with SeeBeyondBorders (collectively "SeeBeyondBorders Personnel").

The purpose of this Policy document is to provide a framework upon which SeeBeyondBorders' fundraising activities are planned and managed. This includes activities undertaken by or on behalf of SeeBeyondBorders with the aim of seeking or receiving donations of money, property or assets.

### 2 BACKGROUND

Fundraising is the core business for SeeBeyondBorders. It provides the funding base from which sustainable programs and projects can be confidently launched and maintained.

### 3 PHILOSOPHY

SeeBeyondBorders is committed to operating ethically, lawfully, diligently and transparently. We are intent upon ensuring that fundraising is principled, efficient and effective. And, while profile-raising and fundraising are intricately linked, positive revenue generation will be the primary purpose of fundraising.

Fundraising will be strategically planned, co-ordinated and implemented in accordance with strategy, operational plans and targeted initiatives. All SeeBeyondBorders Personnel will conduct themselves as ambassadors for SeeBeyondBorders such that relationships with donors and prospective donors/sponsors will be sensitively managed, with a view to mutually beneficial, long-term relationships, based on the needs and interests of both parties.

While SeeBeyondBorders does not wish to place inherent limitations on individuals or organisations willing to donate funds, we remain committed to assessing offered funds against our core vision, values and objectives. As such, SeeBeyondBorders may decline funds/fundraising activities which are inconsistent with our vision and values, as per our [Ethical Standards Policy](#).

### 4 SCOPE AND SOURCE

Fundraising will be achieved through conventional methods including: appeals, awards, bequests, campaigns, donations, endowments, events, gifts, grants, payroll giving, pledges and sponsorships.

Fundraising sources and targets will cross most sectors of society including: businesses, corporations, foundations, individuals, institutional investors, governments, schools, service organisations, teacher unions and trusts and foundations.

## 5 FUNDRAISING INSTITUTE OF AUSTRALIA (FIA)

The FIA's [Code of Conduct](#) is the professional fundraiser's guide to ethical, accountable and transparent fundraising in Australia. It aims to raise standards across the fundraising sector by going above and beyond government regulations.

While SeeBeyondBorders is not a member of the FIA and at the time of writing this policy does not require those working with SeeBeyondBorders Australia in a Fundraising capacity to be members, our policy is that SeeBeyondBorders Personnel adhere with all aspects of the Code, namely Ethical Conduct, conduct towards Donors, conduct towards Beneficiaries, and Conduct in Supplier Relationships. SeeBeyondBorders Personnel will be encouraged to review the FIA's documentation wherever more detail is required on the appropriate approach in each fundraising situation.

## 6 FUNDRAISING PRACTICE

SeeBeyondBorders' fundraising approach is simple. Only approaches which we would be happy to receive ourselves will be applied to others and then in compliance with ACFID's Code of Conduct, the FIA's Code of Conduct and the Fundraising Regulator's Code of Fundraising Practice.

For an individual member of SeeBeyondBorders Personnel engaged in fundraising activities (here a Fundraiser) the following general principles apply:

- a. A Fundraiser must not engage in activities that may harm SeeBeyondBorders, a Donor, a Beneficiary or members of the public.
- b. A Fundraiser must not engage in activities that bring the profession of fundraising into disrepute. If a Fundraiser becomes aware of any such activity by any member of SeeBeyondBorders Personnel, they should make a complaint in writing to SeeBeyondBorders International CEO so that it can be dealt with according to SeeBeyondBorders' Complaints Handling Process and escalated, where necessary, to the appropriate country's independent body as stated in Section 6 of our [Complaints and Feedback Handling Policy](#).
- c. A Fundraiser must recognise their individual boundaries of competence and be truthful about their professional experience and qualifications as well as the details pertaining to the activities of SeeBeyondBorders to which they are referring.
- d. A Fundraiser must not engage in any activities which conflict with their fiduciary, ethical and legal obligations to SeeBeyondBorders.
- e. No fundraising personnel, whether directly or indirectly employed or volunteering, will accept commissions, bonuses or inducements for fundraising on behalf of SeeBeyondBorders except as outlined in point f. below.
- f. Nothing at point e. above prevents a Fundraiser from using a method of remuneration for their services that is calculated as a performance-based remuneration referring to the amount of Donations obtained, providing that it is not calculated as a percentage of the total amount raised.

All fundraising activities will be conducted specifically in accordance with the following practices:

### 6.1 Truthfulness

All fundraising solicitations will be truthful, will accurately describe SeeBeyondBorders identity, purpose, programs, and needs and will only address activities which we actually conduct. All

SeeBeyondBorders Personnel are required to be truthful according to the Code of Conduct and fundraising solicitations must be conducted on the same basis.

## **6.2 Accuracy of Information Provided**

Fundraising materials and solicitations will:

- Accurately identify the organisation as SeeBeyondBorders and include address, Australian Business Number and purpose.
- Clearly state if there is a specific purpose for the donations.
- Avoid material omissions, exaggerations of fact, misleading visual portrayals and overstating either the need, or what a donor's response may achieve.
- Accurately portray intended recipients, their situations and the potential solutions.

## **6.3 Responsibility when working with third parties**

Should any fundraising activities be outsourced at SeeBeyondBorders' instigation to a third party, SeeBeyondBorders will be accountable for all fundraising activities outsourced and will put all such contracts and agreements in writing.

All contracts for fundraising must meet applicable legislative and regulatory requirements and specify the expectations, responsibilities and obligations of each party. In all such cases where any form of fundraising is undertaken by a third party, the contract will clearly identify SeeBeyondBorders as the beneficiary of the funds unless in the unusual event of a partner beneficiary, the partner and details of their operations are also to be fully disclosed.

Where contracts are complex, legal advice may be sought as necessary.

## **6.4 Legal Requirements**

This Policy does not seek to distinguish between those requirements that are legally binding and those that are a matter of regulation or best practice. This section refers to the relevant laws as opposed to listing what the law requires. What is required by law underpins the policy pertaining to the relevant activity elsewhere in this policy.

### **6.4.1 Australia**

Specific laws govern fundraising which may differ by individual States or Territory. There are also applicable national tax laws as administered by the ATO. SeeBeyondBorders will comply with all applicable laws including those in the State in which fundraising is conducted. These may include: obtaining permits/licenses, providing accurate information to the public/target audience, and ensuring donated funds are promptly and properly remitted through official channels.

If fundraising is conducted in more than one State or Territory, it must comply with the legal requirements of each relevant State/Territory. For example: there are individual State/Territory gaming laws which apply to the conduct of raffles, lotteries, competitions; most State/Territory fundraising laws require a general receipt to be issued to cash donors at the time the cash is received; internet fundraising must take into account the laws of all Australian states and territories; and community-based/local fundraising must comply with local/municipal council requirements.

## 6.5 Disclosure of fundraising and administration costs

At no time will SeeBeyondBorders give the impression that fundraising has no costs or that aid and development programs have no administrative component. Where administrative and fundraising costs are supported by a particular donor or group of donors, it may be possible to make assertions such as “All funds received in conjunction with this fundraising initiative can be passed directly to Cambodia”. However, even this assertion must recognise that there will be bank fees associated with that transfer at the very minimum. All fundraising activities incur a cost.

Costs incurred in raising funds are to be identified according to the fundraising program being undertaken, noting whether the programs are either ‘Generic’ or ‘Specific’. Those costs that are more general in nature, such as the costs of individuals working on fundraising, are to be identified as general fundraising costs that cannot be segregated by campaign. In all cases fundraising costs are to be distinguished from other administrative costs of running the organisation. This information is to be made available to management and the Board for fundraising program evaluations and review.

Where SeeBeyondBorders publishes expenditure ratios, they will be in compliance with the Financial Reporting Guidance at C.8.3 in the ACFID Code of Conduct and the Financial Definitions in the ACFID Code of Conduct. Where information is published relating to administrative and fundraising expenditure, it will be accompanied by a note explaining how it has been determined.

## 7 FUNDRAISING PROCESS

The fundraising process underpins SeeBeyondBorders’ ability to deliver projects and programs. It both allows programs to continue and triggers the delivery of projects where a fundraising initiative is successful in raising the requisite funds. Without successful fundraising, there would be no programs or projects but without innovative, effective and well communicated programs and projects, there would be nothing to raise money for. The key to success is an ability to be innovative, flexible and relevant while developing a track record of delivering quality outcomes.

### 7.1 From development strategy to fundraising activity

The process begins with the establishment of the development strategy and objectives, followed by the assembly of programs that are designed to achieve these objectives. These programs have a core element which relate to their associated ongoing servicing costs, and secondly there are the more discretionary costs that relate to further projects that may get delivered under the program if funding is available.

The project's annual work plan describes how SeeBeyondBorders’ development strategy translates to programs and represents these in financial terms via the annual expenditure budget. This document together with the expenditure budget is approved by the Board in Australia. Income forecasts are then created by SeeBeyondBorders Australia, in line with the budgeted expenditure, and these are translated into an Annual Fundraising Plan for each entity, which identifies the range of fundraising activities that will be undertaken, recognising that Fundraising needs to be supported by other areas of the organisation, such as Communications.

### 7.2 Fundraising for Projects

Priorities are geared towards supporting core expenditure in programs. However, the budget includes an expectation as to what will be spent on additional projects. This expenditure is entirely dependent on the success of fundraising initiatives and may be exceeded or not achieved because of fundraising

performance. All projects require a clear project documentation and only those that fall outside the budget require Board approval before expenditure can be incurred.

This policy acknowledges the difficulties that arise when balancing project costs with associated fundraising. It is not always practical to fully specify a project before funding becomes available. We will always make it clear if we are fundraising for a pilot to determine scope/costs for a bigger project. See Section 8 for policies associated with communication to potential donors.

The International CEO has the authority to determine which projects will be considered for funding bearing in mind the provisions of the Development Policy. The CEO also has the authority to determine a suitable approach to fundraising for each project bearing in mind both the requirements of this Fundraising Policy and the contents of the annual operational plan.

Note as referred to in section 8.4, where fundraising is for a particular project, there must be clear communication to the donor(s) saying what will happen to funds received if the total amount raised is not enough to reach (or is more than) the target.

### 7.3 Classification of Funds Raised

SeeBeyondBorders receives two main types of funds: restricted ('specific') funds and unrestricted ('generic') funds. For reasons of clarity, we have detailed our definitions of these two types of funding below:

**Restricted Funds** – all funds donated under contract with a restriction on use. Illustrations of potential use of funds in funding applications are not guaranteed, unless specified in signed documentation. Restricted Funds may also relate to funding received as a result of a specific promotional campaign.

**Unrestricted Funds** – funds that can be directed to any area of SeeBeyondBorders choosing, including but not limited to operating expenses and overheads.

In campaigns or grant applications, examples of projects or activities may be used for illustrative purposes, but documentation should take care not to guarantee a specific use unless the donor makes a specific request and asks SeeBeyondBorders to sign an agreement acknowledging our responsibilities in this regard. Alternatively, SeeBeyondBorders may approach a donor asking for funds for a specific project or program, thereby restricting their use clearly in the application.

### 7.4 Register of Restricted Funds

On signing an agreement, Fundraising staff will update a centralised Allocated Funds Tally (accessible by Fundraising, Finance and CEO) to enter donor, amount, restriction details (including if donor has agreed that a proportion of funds can be spent on overheads). Reporting responsibilities are recorded in the Reporting Schedule spreadsheet, maintained by the Fundraising Manager in Cambodia. The Allocated Funds Tally and Reporting Schedule will be reviewed monthly by the Fundraising Manager to ensure income is recorded and reporting requirements are met. All restricted fund agreements are kept in centralised fundraising donor folders.

This Allocated Funds Tally will be used to maintain a schedule of restricted funds received by project and program that will then be the responsibility of the Finance Manager to identify actual expenditure against. It will be the responsibility of the Finance and Fundraising functions to review actual

expenditure reports on a quarterly basis to highlight and discuss any variances with program and project managers.

Restrictions can only be accepted to the extent that it is possible for the financial systems to identify the associated expenditure. It will be the responsibility of the Fundraising Staff to confirm with the Operations Manager that the expenditure can be separately identified and the Finance Manager that expenditure can be tracked/identified before a restriction is agreed.

## 8 COMMUNICATIONS WITH DONORS

Communications with donors or potential donors must clearly articulate how their funds will be used, highlighting, where relevant, that specific examples may represent a broader potential use in a similar activity, and must accord with the principles set out elsewhere in this Policy document including in Section 7.

Fundraising materials should make it clear whether the appeal/campaign is ‘generic’ (unrestricted), or ‘specific’ (restricted). Funds solicited or received through ‘generic’ fundraising may be allocated to general projects/program activities. Funds raised or donated for ‘specific’ projects, programs or regions are to be ring fenced to those areas. In the case of a ‘specific’ appeal, campaign materials should include information on the use of any excess funds (i.e., donations beyond the projected budget), and, where possible, advise the specific project/program to which surplus funds will be redirected. Our Policy is to encourage donors to give money on an unrestricted basis to help us to achieve our objectives whilst also allowing donors to gain a better bird’s eye view of operations in Cambodia.

Visual images used in promoting fundraising activities must be legally obtained. Where possible the permission of subjects should be secured, and sources acknowledged. If the source is a third party, this should be clearly stated e.g., ‘Photograph supplied by (name photographer)’, or ‘Image sourced from (e.g., Reuters) website’.

SeeBeyondBorders Communications and Code of Conduct Policies should be read in conjunction with this Policy document.

### 8.1 Varying forms of solicitations

The table below sets out a broad framework of how communications should be framed with donors given the different purposes to which funding will be applied.

Funding requests	Use of funds	Communications
<ul style="list-style-type: none"> <li>▪ General Funds (Generic campaigns)</li> </ul>	<ul style="list-style-type: none"> <li>➤ SeeBeyondBorders has complete discretion on how funds will be spent (unrestricted funds)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Information on the website and through newsletters provides detailed information about activities that are being funded</li> <li>➤ Donors may be asked to support a variety of generic fundraising initiatives all of which will be supported by general information on the activities of SeeBeyondBorders as required by this Policy.</li> </ul>



Funding requests	Use of funds	Communications
		<ul style="list-style-type: none"> <li>➤ Annual Reports are to be available on the website.</li> <li>➤ Financial Reports are to be available upon request through the website.</li> </ul>
<ul style="list-style-type: none"> <li>▪ Program or Project Specific</li> </ul>	<ul style="list-style-type: none"> <li>➤ The primary purpose for funds in this category is to support one or more of our programs or projects)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Donor reports must describe the activities and associated costs of the program(s) that they have supported.</li> <li>➤ Financial Reports will show funds raised and expended by Program or Project as relevant.</li> </ul>
<ul style="list-style-type: none"> <li>▪ Activity Specific</li> </ul>	<ul style="list-style-type: none"> <li>➤ In some instances, funding will be raised for a particular activity such as workshops, resource packs, mentoring sessions or the provision of health packs. (Restricted funds if a specific agreement is in place)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Where funds are collected for a specific activity, specific information about how the money has been spent may be provided to donors on request only where amounts are raised. Donors will be provided with a more generic report about the broader project - unless previously and specifically agreed.</li> </ul>

Donor communications are to be managed with a high level of sensitivity. Creating tailored reports for donors is a costly activity and fundraising communications must be couched in a way that does not unduly commit SeeBeyondBorders to maintaining a flow of information by comparison with the amount donated.

Where amounts solicited are requested in relation to one specific activity or project, communications with donors or prospective donors must indicate that in the event that excess funds are raised they will be spent in other areas depending on need. This could include, but is not limited to, other program activities, fundraising costs, or overheads. In the event that lower funds are donated than originally requested, discussions will be held with the donor to determine what aspects of the original proposal will be covered. Section 7 of this Policy provides the overriding requirements, which are to be truthful and not knowingly oversubscribe a project or activity as a means to raise additional funds.

In accordance with the Communications Policy, the wording to be used in all fundraising campaigns is to be approved by the or his or her designated representative as approved by the Board.

## 8.2 Protection for donors

In all fundraising activities conducted by or authorised by SeeBeyondBorders, the rights of donors will be protected. These rights, as they relate to the privacy of donors or potential donors and being consistent with the Australian Privacy Act 1988 and the General Data Protection Regulations (EU), include the right to:

Rights	Procedures
<ul style="list-style-type: none"> <li>▪ Have their names deleted or suppressed from mailing lists, including those that SeeBeyondBorders intends to share;</li> </ul>	<ul style="list-style-type: none"> <li>➤ All mail-outs to existing or prospective donors are to include “unsubscribe” options which will then permanently remove an individual from that list, should that be their wish.</li> </ul>
<ul style="list-style-type: none"> <li>▪ Understand how SeeBeyondBorders collects, processes and stores their personal information, and request access to their personal information</li> </ul>	<ul style="list-style-type: none"> <li>➤ SeeBeyondBorders will only communicate electronically with donors who have given their express consent for us to do so.</li> <li>➤ Subject access requests will be responded to within 5 days, and can be made to <a href="mailto:australia@seebeyondborders.org">australia@seebeyondborders.org</a></li> </ul>
<ul style="list-style-type: none"> <li>▪ Be informed about the purposes for which funds are being raised and be able to access information on programs supported by their donation.</li> </ul>	<ul style="list-style-type: none"> <li>➤ All fundraising initiatives will include information about the purpose for which funds are being raised. Donors will be provided with regular communications and have access to the website which is updated with information on the development of activities that are conducted with donated funds.</li> <li>➤ Donors will be able to access the Annual Report from the website.</li> </ul>

Personal information collected by SeeBeyondBorders, in the course of fundraising activities, will remain confidential, and will not be sold, given away or disclosed to any third party without consent. (See [Privacy Policy](#) for more details). Therefore, we do not share a person’s personal data with any other organisation for that organisation’s marketing purposes unless allowed to do so by law, either because we have the person’s consent to do so or through the exceptions as specifically permitted.

### 8.3 Acceptance of donations

The [Development Policy](#) states that SeeBeyondBorders is a non-religious and non-political organisation. As a matter of policy, donor funds will not be used to promote a particular religious adherence or to support a political party or to promote a candidate or organisation affiliated to a particular party, and donations will not be accepted where such a purpose is expressed or implied.

SeeBeyondBorders is committed to preventing funds linked to terrorism or money laundering entering the organisation and will not accept donations that are generated from illegal activity or are from illegal sources. Refunds to donors will require CEO and CFO authorisation following due diligence checks.

In addition, SeeBeyondBorders utilises its [Ethical Standards Policy](#) to help determine what donations it will or will not accept. We clearly outline two non-negotiable ethical standards on p1 of our Policy. These considerations extend beyond the legality of the activities pursued by the donor to ensure practices that are damaging to society are not inadvertently sanctioned through SeeBeyondBorders implicitly condoning such practices by utilising the profits of such activities.

In addition, it is recognised that communication with donors comes at a major cost and where the balance between what the funding may be used for and the reporting obligation required by the donor is out of balance, the funds are not to be accepted. Assessing this balance is part of the responsibility

of the CEO as required, to whom all requests for information from donors in conjunction with a particular donation must be referred.

Donations likely to compromise SBB's integrity, independence, public image, or ability to speak out against unethical, unfair, or unsafe practices, are not accepted.

The discretion to decline or return a potentially conflicting donation, remains with the CEO, in consultation with the Ethical Standards Committee, and will be done in line with expectations outlined in the FIA's Code of Conduct and the Fundraising Regulator's Code of Fundraising Practice.

#### **8.4 Application of donated funds**

In all fundraising appeals it is recognised that the amount received is highly unlikely to match exactly the amount to be spent such that a shortfall or excess is likely. Appeals for funding should be clear that excess funds will be spent in other areas depending on need. This could include, but is not limited to, other program activities, fundraising costs, or overheads.

There may be instances where a project or an activity does not proceed as a result of obtaining full and detailed costs and benefits, beyond the initial proposed costs, or perhaps as a result of a change in Cambodian regulations or education policy. In such an instance, where donations have been received, donors will be consulted and if alternative activities are not acceptable, they will be refunded the relevant amounts in accordance with the original representations made to them.

An alternative scenario is that insufficient funds are raised to allow a project to proceed. Generally, this will not occur because a single donor will fund a single project. On occasion, several unconnected donors will fund a specific project to enable it to go ahead. If the project does not proceed because insufficient funds have been received, SeeBeyondBorders will be open and transparent in communications with donors and request that their funds can be allocated elsewhere. In exceptional circumstances, SeeBeyondBorders will refund donor funds if no agreement can be made.

#### **8.5 Interest on donated funds**

Where a donor requires interest to be calculated and credited to the grant, monthly interest attributable is calculated and applied to the funds. Interest is calculated on unexpended funds at the average rate of interest earned on cash balances. SeeBeyondBorders does not allocate interest to restricted funding balances. Currently interest rates are at an insignificant level such that the administration costs of placing cash on deposit generally outweighs the benefits so minimal effort is made in this area. It is recognised that this may change in the future

#### **8.6 Currency of donated funds**

Where possible funds will be sought in USD because this is the main currency used in Cambodia where the majority of funds are expended. An exchange rate movement contingency will be considered in budgets provided to potential donors where funds are requested in other currencies.

### **9 POLICY MANAGEMENT**

This Policy has been approved by the Australian Board and Trustees of SeeBeyondBorders' other entities as noted below.

Amendments and or developments will be recommended to the Board from time to time as deemed appropriate by senior management. Formal reviews-are recommended within three years from the

anniversary date of approval by the Board. Recommendations for minor changes can be approved by the CEO before the Board review every three years, and recommendations for change to the background or policy in practice can be approved by the relevant Sub-Committee.

<b>Doc ref</b>	<b>Doc type</b>	<b>Approved by Australian Board Date</b>	<b>Minute ref.</b>	<b>Approved by UK Trustees Date</b>	<b>Minute ref</b>	<b>Approved by Irish Board Date</b>	<b>Minute ref</b>
October 2019	Policy Review	Board Nov 2019		N/A	N/A	N/A	N/A
FDRP/11 /2022/2.0	Policy Review	Board Dec 2022	Minute, Board December 5, 2022	N/A	N/A	N/A	N/A

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## APPENDIX 1: SEEBEYONDBORDERS FUNDRAISING GUIDELINES

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### ➤ FUNDRAISING GUIDELINES

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#### 1. Introduction

Thank you for your interest in fundraising for SeeBeyondBorders. SeeBeyondBorders is a small not-for-profit organisation (registered in Australia, ABN 13 159 193 6384) that provides Cambodian children with access to quality teaching and learning at school. We run integrated programs to train Cambodian teachers, develop school infrastructure and support local communities to educate their children. We also work with the Cambodian government to contribute to the development of the national education system. The fundraising efforts of our supporters provide an invaluable contribution to the running of these development programs.

Please ensure you read these Fundraising Guidelines in full before completing an application to fundraise for SeeBeyondBorders. The Guidelines describe the terms and conditions under which SeeBeyondBorders will provide an authorisation to fundraise, and also provide guidelines to assist fundraisers in managing their fundraising activities.

These Guidelines contain reference to the SeeBeyondBorders Fundraising Policy and the SeeBeyondBorders Child and Vulnerable People Protection Policy, both of which are available online from the SeeBeyondBorders website via the following web page:

<https://www.seebeyondborders.org/policies/>

These Guidelines are written in compliance with relevant state and national fundraising legislation, in Australia and are also written in compliance with the Australian Council for International Development (ACFID) Code of Conduct, to which SeeBeyondBorders Australia is a signatory.

#### 2. Fundraising Regulation and Requirements

Fundraising is currently regulated at a state-level by each individual Australian state, resulting in some variation between the requirements of different states. In order to comply with common state requirements and company policy while ensuring consistency, SeeBeyondBorders takes a uniform approach in our fundraising authorisation procedure. The key requirements are listed below (please see the SeeBeyondBorders Fundraising Policy for further information)

##### *i. Identification Documents*

Before commencing fundraising, fundraisers are required to have the following identification documents, which will be issued by SeeBeyondBorders:

- A Letter of Authority of Fundraise, authorising a particular individual to fundraise on behalf of SeeBeyondBorders to benefit a particular appeal.
- An Identification Badge, with issue and expiry date.

##### *ii. Insurance*

SeeBeyondBorders does not cover any fundraising individual/group for third party insurance, including travel, public liability or group personal accident. In organising and participating in an event or activity, the fundraiser takes responsibility for all insurances and their associated costs

and must agree to indemnify SeeBeyondBorders against any claims resulting from activity undertaken.

**iii. Other Legal Obligations**

- The Fundraiser is expected to abide by all relevant laws and legislation in conducting their fundraising activities, including the relevant Charitable Fundraising Act and Regulations in your state/country.
- A Fundraiser must not engage in activities that may harm SeeBeyondBorders, a Donor, a Beneficiary or members of the public.
- A Fundraiser must be truthful about their professional experience and qualifications.
- A Fundraiser must not engage in any activities which conflict with their fiduciary, ethical and legal obligations to SeeBeyondBorders

**iv. Use of the SeeBeyondBorders Logo/Branding**

- All promotional or marketing materials containing reference to SeeBeyondBorders must be approved by the SeeBeyondBorders communications team prior to publication/distribution.
- Any use of the SeeBeyondBorders logo must be approved before publication/distribution.
- Fundraisers should provide a brief explanation (supplied by SeeBeyondBorders) for the benefit of donors, which states how the funds will be used by SeeBeyondBorders.
- Any material promoting an event/activity must clearly state that the event/activity is “raising funds for SeeBeyondBorders” rather than that it is “a SeeBeyondBorders event/activity”.

**v. Use of SeeBeyondBorders Office Resources**

It is the sole responsibility of the fundraiser to plan, fund, implement, manage and deliver all facets of their fundraising activities. SeeBeyondBorders cannot provide funding, print promotional materials, help solicit prizes for an event or contribute personnel to assist with an event/activity. Exceptions to this rule may apply under special circumstances, however this will need to be agreed upon and discussed prior to commencing the activity.

**3. Acceptance and Solicitation of Donations**

**i. Acceptance of Donations**

Donations likely to compromise SeeBeyondBorders’ integrity, independence, public image or capacity to speak out against unethical, unfair, or unsafe practices cannot be accepted. SeeBeyondBorders is a non-religious and non-political organisation and does not engage in activities to promote a particular religious adherence or to support a political party or to promote a candidate or organisation affiliated to a particular party. Donations cannot be accepted where such a purpose is expressed or implied.

**ii. Door-to-Door Public Collections**

If you wish to collect from the public through activities such as door-to-door knocking please note that special approval from the office is required, along with additional recording and identification materials. Please ensure that you contact the SeeBeyondBorders’ office before commencing this type of collection.

**iii. Approaching Businesses and Corporations for support**

If you would like to approach a business or corporation for support, please check with the SeeBeyondBorders’ office first to ensure the proposed support is not in breach of

SeeBeyondBorders' corporate sponsorships. This generally does not apply to approaching small local businesses, but if unsure please contact the SeeBeyondBorders' office.

#### ***iv. Unaccepted Forms of Fundraising***

There are some fundraising activities/events that cannot be approved by SeeBeyondBorders. These include any activity/event that involves the sale or promotion of illegal drugs or tobacco products or the sale or promotion of unhealthy food products, or any activity/event that fails to promote responsible service of alcohol.

## **4. Ethical Conduct**

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### ***i. Truthful and Accurate Solicitations***

Fundraisers should act honestly and truthfully so that public trust in SeeBeyondBorders is protected and donors and beneficiaries are not misled. In compliance with the ACFID Code of Conduct (C.3), fundraising materials and solicitations must be truthful and accurately describe SeeBeyondBorders' identity, purpose, programs and needs. Fundraising materials and solicitations must:

- Accurately identify the organisation as SeeBeyondBorders and include address, Australian Business Number (ABN: 13 159 193 638) and purposes.
- Clearly state if there is a specific purpose for the donations.
- Avoid material omissions, exaggerations of fact, misleading visual portrayals and overstating either the need, or what a donor's response may achieve.
- Accurately portray intended recipients, their situations and the potential solutions.

### ***ii. Child Protection***

In agreeing to fundraise on behalf of SeeBeyondBorders, fundraisers agree to abide by the following:

- Fundraisers must adhere to the statutory laws in Australia, regarding child exploitation, child sex tourism, child pornography and the abuse of children.
- Fundraisers are expected to have read and be willing to abide by the SeeBeyondBorders Child Protection Policy, which can be accessed online:

<https://www.seebeyondborders.org/policies/>

## **5. Handling Donations, Personal and Financial Information**

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### ***i. Tax-Deductible Donations and Receipts***

- SeeBeyondBorders Australia Overseas Aid Fund (ABN: 13 159 193 638) is endorsed as a Deductible Gift Recipient (Item 2) by the Australian Tax Office. SeeBeyondBorders can provide tax deductible receipts for approved fundraising activities where the correct process has been followed.
- Fundraisers themselves cannot issue tax deductible receipts to donors. In order to secure tax deductible receipts for donors, fundraisers must collect and pass on relevant information to SeeBeyondBorders. SeeBeyondBorders will process the donation and forward a tax deductible receipt to the donor.
- Where there is a benefit for the buyer – e.g. tickets to attend a fundraising event, or raffle

tickets - the amounts paid are not donations and therefore not eligible to receive a tax deductible receipt.

**ii. Donations by Credit Card**

Fundraisers are generally able to accept donations via credit card by collecting relevant financial information and passing the information on to SeeBeyondBorders for processing and receipting. Fundraisers will be provided with a template to aid in collecting information for credit card donations.

**iii. Donations by Cheque**

Fundraisers are able to accept donations via cheque. Cheques in Australia must be payable to “SeeBeyondBorders Australia Overseas Aid Relief Fund”.

**iv. Direct Deposits**

Funds can be directly deposited into the SeeBeyondBorders Australia Overseas Aid Relief Fund bank account. You can also direct individuals to pay into this account as well if it makes it easier (particularly if you are expecting any large donations).

**PLEASE NOTE:** It is essential that you and any other individuals paying into this account contact our office to notify us with the amount, date and remitter name so that we can track the funds you have raised.

Account Name	Account number	Sort code
SeeBeyondBorders Australia Overseas Aid Relief Fund	3781-32582	012-330

**v. Online Fundraising Services (e.g., Givar, Benevity, JustGiving, GoFundMe etc.)**

- SeeBeyondBorders Australia maintains a page on Givar which can be found via the following <https://hub.givar.com/cause/seebeyondborders>. Fundraisers can create individual Givar supporter pages to support SeeBeyondBorders.
- SeeBeyondBorders can provide sample text to aid in creating the summary for a Supporter Page
- Please be aware that online fundraising platforms may extract a percentage of donations made due to fees, so larger donations may be best made through a direct deposit to a SeeBeyondBorders bank account (see ‘Direct Deposits’ above).
- Where a Fundraiser wishes to make use of an online fundraising platform they are also required to agree to terms and conditions set by that agent.
- In compliance with fundraising regulation which also applies to online agents, SeeBeyondBorders complies with all fundraising platform requirements, including the required Fundraising Registrations/Authorities for each individual state in which we wish to conduct fundraising activities.

**vi. Responsible Handling of Personal and Financial Information**

- When collecting personal and financial information from donors, fundraisers are expected to maintain the privacy, confidentiality and security of the information.



- Fundraisers must forward all personal and financial information collected to the SeeBeyondBorders office and must not keep any copies.

**vii. Record Keeping**

- Fundraisers must keep accurate financial records including a record of costs and income from an event/activity, and retain all receipts and invoices.
- Please submit your records to the SeeBeyondBorders within 4 weeks of the conclusion of a Fundraising event/activity.
- Fundraisers will be provided with a template to assist them in recording the relevant information regarding donations.

**viii. Reimbursement**

SeeBeyondBorders cannot reimburse fundraisers for any expenses incurred by their fundraising activity. If fundraisers wish to deduct expenses from proceeds, they must submit to SeeBeyondBorders the gross amount fundraised, along with a detailed record of costs and expenses.