

REGULATING FUNDRAISING FOR THE FUTURE: TRUST IN CHARITIES, CONFIDENCE IN FUNDRAISING REGULATION

HOME Fundraising Policy statement

In July the Minister for Civil Society, Rob Wilson announced that the Government would conduct a review of self-regulation led by Sir Stuart Etherington, chief executive of the National Council for Voluntary Organisations (NCVO). Today the review, “Regulating Fundraising for the future: trust in charities, confidence in fundraising regulation” was published.

HOME Fundraising is encouraged that the review has recognised the need to protect the right to ask, whilst attempting to simplify and improve the regulatory landscape.

The key recommendations from the review are as follows:

A single, new regulator: the Fundraising Regulator

The review has recommended that a new Fundraising regulator be set up to replace the Fundraising Standards Board (FRSB). This new regulator will be underpinned by a statutory body giving it additional powers to investigate complaints and impose sanctions beyond the limitations of the ‘naming and shaming’ options currently used by the FRSB. HOME supports the move to establish a new regulator which is effectively resourced, and can offer true governance based on sound processes of adjudication.

Responsibility for the Code of Fundraising Practice

The Review has concluded that the stewardship and responsibility of the Code of Fundraising Practice should no longer remain with the Institute of Fundraising (IoF) and should be overseen by the new Fundraising Regulator. HOME believes that the Code remains a very good, comprehensive and effective guide for the standards that frame fundraising activity. It is therefore critical that the new Regulator takes a considered and informed approach when reviewing any future changes to the code and HOME agrees with the IoF’s view that it is important that fundraising expertise is included in both the Fundraising Practice Committee and Complaints Committee for context.

The creation of a Fundraising Preference Service

The review called for a *Fundraising Preference Service* to be established to enable members of the public to register if they do not wish to receive fundraising approaches. There is not currently enough information about how this service will operate, how it would relate to existing suppression services (such as TPS and MPS), including whether it will be channel-specific. Without more detail it is hard for HOME to comment and we will be seeking further clarification.

The Public Fundraising Association: merger with Institute of Fundraising

The review has recommended that the Public Fundraising Association (PFRA) and IoF should merge and create a new professional body for development and standards across the fundraising industry. HOME has been part of the ongoing consultative process, advising on developing closer links between the PFRA and the IoF. As a result of the decision by the review to create a new Regulator, HOME believes there is a need for the establishment of a more robust fundraising trade association. Within this new approach HOME will campaign for door to door fundraising to be given clear and enhanced representation, potentially with the establishment of a new Executive within the new body, as part of the new regulatory landscape.

Charity trustees and managers: guidance and responsibilities

The review has stated that Charity trustees must improve their understanding of fundraising activity (and agencies). HOME has long championed the need for senior representatives from Charities to shadow our door to door fundraising teams, and to gain a deeper understanding of our approach to culture and process, and we will continue to offer these opportunities to our clients and key stakeholders.

HOME has always been and remains fully committed to being accountable for all our fundraising staff. The recent focus on quality assurance has enabled us to communicate and highlight the existing operational infrastructure, systems and processes that led to HOME being awarded ISO 9001:2008 Quality Management System accreditation by BSI for the recruitment of new regular donors on the doorstep in December 2014.

Change of system regarding NEOs

Within the recommendations of the review, door to door fundraising is mentioned in relation to the potential need to review the current National Exemption Order system and replace this with an alternative which may result in changes to management of fundraising territory. HOME supports updating the legislation from the 1939 Act and greater clarity on specific regulations relating to door to door fundraising. However, any changes should be introduced as a result of evidence-based need.

HOME will continue to work with all relevant parties in the transitional period until the new Fundraising Regulator is established.

ENDS

About HOME

HOME are more than a fundraising company. As part of an international group that includes HOME India, we have a unique leadership model and unparalleled operational infrastructure that has employed, developed and trained over 20,000 fundraisers.

HOME have recruited over 1 million regular donors and raised over half a billion pounds over the last 13 years, working with a range of over 40 different charities.

HOME's output is essentially an inspiring conversation between two individuals, a HOME fundraiser and a potential donor. Sitting behind this is a unique business model and fundraising operation geared towards understanding group dynamics and how individuals influence the teams and departments they lead.

HOME's extensive network of 17 regional offices across the UK, offers national reach providing clients with a unique offering in door to door acquisition.

HOME does not employ subcontractors or operate commission-only payment structures.

The HOME approach is successful and award-winning – our campaigns have won the Institute of Fundraising 'Best Use of Face to Face' award three times, and in 2014 HOME were awarded a Silver for Innovation by the Institute of Fundraising's Insight in Fundraising Awards.



You Can't Plant A Tree in Space the book written by Neil Hope and Dominic Will the joint Managing Directors of HOME Fundraising, related to leadership principles and setting the conditions for sustainable business was published in 2014.

In December 2014 HOME fundraising was awarded the ISO 9001:2008 Quality Management System accreditation by BSI for the recruitment of new regular donors on the doorstep

HOME Fundraising has an active voice on regulatory matters and are members of the Public Fundraising Regulatory Association (PFRA), the Institute of Fundraising (IoF) and Fundraising Standards Board (FRSB), and are bound by the IoF code of fundraising conduct.

For more information please contact:

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