

Communication and ethical fund raising policy

Introduction The Board of AMAF is committed to ensuring that fundraising activities are carried out in an ethical manner. This policy applies to the Board, casual, permanent and contract staff and volunteers.

Purpose The purpose of this document is to identify AMAF's position on fundraising practice and to document the standards expected in raising funds from the community.

Policy AMAF's guiding communication and fundraising principle is a simple one – we will only use techniques that we would be happy to be used on ourselves. In doing so, AMAF will adhere to the following standards:

- Communication and Fundraising activities carried out by AMAF will comply with all relevant laws.
- Any communications to the public made in the course of carrying out a fundraising activity shall be truthful and non-deceptive.
- Any communications to the public will comply with ethical communication framework as outlined below.
- Timely, relevant and accurate information will be shared with stakeholders in a transparent manner that allows feedback.
- All monies raised via fundraising activities will be for the stated purpose of the appeal and will comply with the AMAF's stated mission and purpose.
- All personal information collected by AMAF is confidential and is not for sale or to be given away or disclosed to any third party without consent.
- Nobody directly or indirectly employed by or volunteering for AMAF shall accept commissions, bonuses or payments for fundraising activities on behalf of the organisation.
- No general solicitations shall be undertaken by telephone or door-to-door.
- Fundraising activities should not be undertaken if they may be detrimental to the good name or community standing of AMAF.
- Financial contributions will only be accepted from companies, organisations and individuals the Board considers ethical. Companies and organisations specifically excluded from making financial contributions to AMAF include religious organizations, gambling, tobacco and alcohol sector companies.
- AMAF will not make statements about other ACFID Members with the intention of creating a reputational or other advantage to themselves.
- AMAF will strive to ensure that the collection of information, images and stories does not harm people or the environment.
- AMAF will strive to ensure free, prior and informed consent and acknowledges people's right to information.

Fund raising code

1. **Prior to undertaking a Fundraising Activity for AMAF a Fundraiser must not:** a) Guarantee fundraising results or promise compensation for failure to achieve fundraising results to AMAF

- b) Misrepresent past fundraising achievements by the Fundraiser to AMAF
- c) Fail to disclose to AMAF any cost of fundraising that they are aware of.
- d) After obtaining a Donation, a Fundraiser or AMAF must not change the conditions of the donation without first communicating with the donor any changes to the donation.
- e) A Fundraiser must not commit AMAF to fundraising expenditure unless AMAF has approved such expenditure.

2. A Fundraiser must: a) Fully and accurately disclose to AMAF all Donations received and all costs incurred by a Donation program under the Fundraiser's control, including where possible a proportion of overhead costs b) Encourage such disclosure by Organisation affiliated entities (for example state divisions, chapters, branches and auxiliaries).

3. A Fundraiser must comply with the FIA Principles and Standards of Fundraising Practice.

4. Dignity and privacy of Beneficiaries Fundraisers must not threaten the dignity and privacy of a Beneficiary of AMAF. For the purposes of this section a threat to the dignity and privacy of a Beneficiary includes, but is not limited to:

- a) A Fundraiser passing a comment unnecessarily or negatively on the impairment, dependency or disability of a Beneficiary;
- b) A Fundraiser using language which suggests that the client is to be pitied or feared;
- c) A Fundraiser using children on Promotional Materials to raise funds for adult services, giving the impression that the clients are childlike;
- d) A Fundraiser stating or implying a falsehood regarding a Beneficiary; and
- e) A Fundraiser depicting a Beneficiary's image or identity in Promotional Materials without that Beneficiary's written permission. A Fundraiser may use a term in relation to a Beneficiary where that term:
 - a) Is technically correct;
 - b) Is used only for the purposes of describing an impairment or disability that affects a person
 - c) Does not identify a particular Beneficiary without their express and written permission.

5. Confidential Information

5.1 A Fundraiser must not disclose to any member of the public AMAF's

- a) Financial information (other than that disclosed in an annual report)
- b) Security access codes or passwords into electronic data processing systems
- c) List of Beneficiaries without the prior written permission of AMAF

5.2 Despite anything else in this Principle, where a Donor has expressly denied permission to AMAF to do so, a Fundraiser must not disclose the identity of that Donor to any member of the public.

5.3 A Fundraiser must surrender any list, record or document belonging to an AMAF other than material freely available to the public, when the relationship between the Fundraiser and AMAF comes to an end.

6. Identification of AMAF 6.1 Wherever identification of AMAF is required by this Principle a Fundraiser must provide our:

- a) Full name;
- b) Corporate registration number (ABN)
- c) Full business address; and
- d) Logo

7. Promotional Materials: Code of Ethics and Professional Conduct

7.1 A Fundraiser must ensure that any Promotional Material used:

- a) Is factually accurate, truthful and not likely to deceive or mislead any person
- b) Identifies AMAF and its contact details for which the Promotional Material will be distributed;
- c) Identifies the objective of AMAF
- d) Complies with the relevant provisions of Competition and Consumer Act 2010 (Cth) and State or Territory equivalent legislation, (in particular those sections relating to misleading and deceptive conduct and false and misleading representations)
- e) Complies with the relevant Commonwealth, State or Territory legislation; and
- f) Is approved by AMAF board of Directors .

7.2 Where a Fundraiser discloses a cost of fundraising in Promotional Materials that cost must be factually accurate.

7.3 A Fundraiser must make the current annual report of AMAF (that they represent) freely available upon a reasonable request.

7.4 Promotional Materials must not include images which are derogatory of a person, group of people or any organisation, discriminatory, pornographic or unduly violent.

7.5 Promotional Materials should not be sent knowingly to children under the age of 18 unless they have been requested in connection with a specific Fundraising Activity.

7.6 Despite anything else in this section Promotional Materials may be part of a positive campaign by a Fundraiser to build public awareness, understanding and support for the objectives of AMAF.

8. Partners

AMAF will engage with Partners to commit them to ensuring that the Partners' communication and fundraising activities are carried out ethically and transparently, in standards that are similar to those stated in this Policy. Where this is not possible, then AMAF would reconsider the relationship with the Partner.

9. Public Disclosure and Transparency

In making decisions about what information is made public and when, AMAF management will be guided by this Policy and other AMAF Policies, and stakeholders' expectations for transparency. Specifically, AMAF is committed to sharing information on AMAF's past, present and future projects including project descriptions, objectives and impacts (for past projects). Information on fund raising activities will also be shared with the public as well as contact details of specific AMAF project volunteers and management. AMAF will use its website to disseminate information to the public, as well as other medium, including Radio such as Tamil Radio stations, flyers, sponsored events, contacts via doctor and medical and non-medical professional networks, and via charities working with the similar objectives to AMAF's. AMAF will not publicly share any personal details including photos of people, arising from development and non-development AMAF activities, except with the permission of the people concerned. AMAF will not publicly share details about AMAF volunteers except project related as stated above. AMAF will not share the minutes of internal meetings.

Ethical communication framework

AMAF will use the following framework and criteria in making decisions and confronting ethical dilemmas and grey areas about the images, messages, and stories that it uses in communications with the public, whether using a story, image or message to raise awareness or seek funds. All AMAF members and volunteers are expected to:

- reflect on the vision and mission of AMAF to understand the values behind the organisation
- understand the intent and detail of the policies of AMAF such as the Privacy Policy and Child Protection Policy
- identify risk associated with any intended communications and their mitigations, including risks to specific groups or individuals, risk to members, volunteers, partners and third parties, risk to AMAF's reputation, previous complaints
- consult with stakeholders, partners, beneficiaries and local communities

- ensure that consent to communication is voluntary and based on correct information being provided to the consenter and the consenter has a clear understanding of the information
- ensure that the privacy and public exposure of any contributor to communication stories is protected, such as concealing their identify, as required, and that their information is properly stored
- be aware of unconscious biases that impact the collection of content for communication and be careful to be not 'over-invested' in collecting and communication of project information.

This Communication and Fund-Raising Policy meets the requirements of the ACFID Fundraising Charter and compliance with the Charter, will be reported to AMAF's governing body.

– Board of Directors

Amended 30 April 2021