

MAA INTERNATIONAL

ETHICAL FUNDRAISING POLICY



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1 INTRODUCTION

The Board of MAA International (MAA) is committed to ensuring that fundraising activities are carried out in an ethical manner.

1.1 PURPOSE

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

1.2 POLICY SCOPE

This policy applies to the Board, casual, permanent and contract staff and volunteers.

1.3 ROLES AND RESPONSIBILITIES

The Board is responsible for the implementation and review of this policy.

All Board members, casual, permanent and contract staff and volunteers are responsible for adhering to this policy.

1.4 HOW TO USE THIS POLICY

Section 1 of this document explains the purpose and scope of this policy. Significant roles and responsibilities all MAA personnel as well as definitions have also been described in this section.

Section 2 of this document explains the guiding principles used in the development of MAA's Ethical Fundraising Policy.

2 POLICY & PROCEDURES

2.1 GUIDING PRINCIPLES

MAA's guiding fundraising principle is a simple one in doing so, MAA will adhere to the following standards:

- 1) Fundraising activities carried out by MAA will comply with all relevant laws.
- 2) Any communications to the public made in the course of carrying out a fundraising activity shall be truthful and non-deceptive.
- 3) All monies raised via fundraising activities will be for the stated purpose of the appeal and will comply with the organisation's stated mission and purpose.
- 4) All personal information collected by MAA is confidential and is not for sale or to be given away or disclosed to any third party without consent. This is insured by:
 - a) Signed permission (informed consent) is obtained from the beneficiary to use their image or story, using the MAA Consent to Publish Beneficiaries' Stories or Images form attached to the present policy document.
 - b) Establish and record whether the subjects wish to be named or be identifiable and always act accordingly.
 - c) Remember that young children cannot give consent to the use of their photographs without assistance from a parent or caregiver. Obtaining a child's consent is not enough to justify putting a child at risk.
 - d) Rewards are not offered as an incentive to consent where the consent could indeed be compromising of the child.
 - e) In all cases, signed permission of both a child and his/her parent or guardian to use their image or story has been obtained.
 - f) In all our communications and where practical and reasonable within the need to reflect reality, we strive to choose images and related messages based on values of respect, equality, dignity and justice. The story or image must represent an accurate, dignified and balanced portrayal of the subject. This includes ensuring that stories or images depicting beneficiaries do portray them simply as victims. As much as possible reference should be made to their social, cultural and economic environment.
 - g) Always avoid images and messages that potentially stereotype, sensationalize or discriminate against people, situations or places. We therefore avoid degrading, victimizing or shaming language and images; making inaccurate generalizations; discrimination of any kind; taking pictures out of context (try to provide informative caption).
 - h) Child protection issues are always at the forefront of any decision to publish an image of a child.
 - i) Children must be appropriately clothed in images and not in sexually provocative poses.
 - j) Beneficiaries give their own accounts as much as possible rather than others speaking on their behalf; highlight ability of people to take responsibility and action for themselves.

- k) No personal and physical information to identify location of a child and that could put them at risk is put on Website or in communications.
 - l) If a photo might in any way hurt anyone or put them at risk, we delete it.
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- 5) Nobody directly or indirectly employed by or volunteering for MAA shall accept commissions, bonuses or payments for fundraising activities on behalf of the organisation.
 - 6) No general solicitations shall be undertaken by telephone or door-to-door.
 - 7) Fundraising activities should not be undertaken if they may be detrimental to the good name or community standing of MAA.
 - 8) 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 MAA include proscribed /gambling/tobacco/alcohol/prostitution entities, companies and/or organisations, and all other organisations involved in any illegal activity.
 - 9) MAA will not make statements about other NGO's with the intention of creating reputational or financial advantage to MAA.

2.2 IMPLEMENTATION PROCEDURE

A Fundraising Sub-Committee will be formed to oversee the major fundraising tasks. The Fundraising Sub-Committee will report regularly to the Board, including tabling of meeting minutes at Board meetings.

All fundraising activities will be monitored by the Board. Any issues identified will be raised and recorded in Board meeting minutes.

Fundraising activities should not be undertaken if they will expose the organisation to significant financial risk.

Based on above guiding principles MAA have the right to accept or reject any given donation/s.

3 REVISION HISTORY

Date of this release: 28 August 2012	Date of next revision: March 2022
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Revision Number	Revision Date	Summary of Changes	Changes Marked?
1.0	28 August 2012	Policy Written	N
2.0	02 February 2016	Minor changes made	N
3.0	04 March 2020	Changes to Guiding Principle	Y
3.1	18 Feb 2021	Changes to guiding principle	Y