

Introduction

This Standard has been implemented to ensure that all people involved in face to face fundraising are respected and enjoy an inspiring and rewarding experience. This includes: members of the public who donate, fundraisers, regulators and local authorities, business owners, and charities.

The Standard is in two main sections: *Governance* which describes the underlying principles of the Standard and *Compliance* which describes what is acceptable and what is not acceptable for PFRA members in carrying out face to face fundraising.

Purpose

The purpose of this Standard is to ensure that all face to face fundraising conducted by member organisations of the Public Fundraising Regulatory Association complies with a standard set of rules and meets a uniform standard of behaviour.

Section One - Governance

1.1 Principles

To Serve Beneficiaries:

We fundraise in order to meet the needs of the individuals, communities and causes that our members serve. The money we raise is providing vital support for communities across Australia and the world.

Integrity and Honesty:

Our fundraising will be based on honesty and our actions will be consistent with our stated principles.

Transparency:

We will explain our fundraising clearly and openly to all those who are involved in our work.

Respect:

We will respect our donors, the people we converse with, the public we interact with, the environment we work in, the authorities we work with and the fundraisers who inspire our donors to give.

Lawfulness:

We will act in a lawful manner, ensuring that we are aware of the legal requirements that apply to our work and we will comply with all lawful instructions. We will take all reasonable steps to be aware of and ensure the compliance of fundraising sub-contractors working on our behalf.

1.2 Definitions

“Face to face fundraising” means the practice of approaching a member of the public either in the street, at their residence, or at commercial premises with the primary purpose of seeking an ongoing donation through a bank or credit card direct debit.

“Fundraiser” means someone representing either a PFRA member or a sub-contractor to a PFRA member who undertakes face to face fundraising.

“Fundraising” means face to face fundraising

“Member” means member organisation of the PFRA

“Must” means that a PFRA member is required to comply with a clause of the Standard.

“Should” means that a PFRA member ought to take all reasonable steps to comply with a clause of the Standard.

“Vulnerable Person” means someone who for any of these reasons would seem to a reasonable person to be incapable of making financial decisions:

- i) intoxication through drugs or alcohol;
- ii) incapacity due to illness or disability;
- iii) age-related confusion;
- iv) learning or other intellectual difficulties;
- v) lack of language competence;
- vi) any other circumstance where mental capacity is in doubt; or
- vii) under the age of 18.

1.3 Scope

1.3.1 This Standard describes the basic standards of behaviour required of all face to face fundraisers.

1.3.2 The Standard covers requirements for ensuring public and fundraiser safety.

1.3.3 This Standard applies to PFRA members. The PFRA can only monitor this Standard and enforce it if necessary against a PFRA member.

1.3.4 This Standard does not replace nor override any law. PFRA members should note that legislation applying to face to face fundraising differs in each State and Territory. For this reason, the Standard’s provisions must be read in conjunction with the relevant State or Territory legislation. If there is any conflict between the provisions of this Standard and legislation, the legislation prevails.

1.4 Understanding

1.4.1 Members must ensure that all fundraisers fully understand this Standard before they commence fundraising for the first time and retain an understanding of the Standard while they continue to fundraise.

1.4.2 Members must ensure that all workers involved in the management of face to face fundraising fully understand this Standard.

Section Two – Compliance

2.1 Legislation, Regulation and Other Standards

2.1.1 When conducting fundraising activities, member organisations and their fundraisers must comply with:

- a) All current fundraising legislation and regulations;
- b) The permit requirements included in any location specific permit to conduct fundraising; and
- c) Any rules that the PFRA may issue.

2.1.2 Members are also advised to comply with the Fundraising Institute Australia Standard of Face to Face Fundraising Practice.

2.2 Public and Fundraiser Safety

2.2.1 Fundraisers must not operate in a way that creates any risks to public safety or their own safety.

2.2.2 Members must take all reasonable steps to ensure the safety of fundraisers and the public.

2.2.3 Fundraisers must not cause members of the public to enter the road to avoid them.

2.2.4 Fundraising locations must be selected to ensure that there is maximum space between the fundraisers and the edge of a kerb, tram or rail track or other serious safety hazard.

2.2.5 Fundraisers should always work in teams of at least two people.

2.2.6 Door to door fundraisers must not enter a private dwelling.

2.2.7 Members must comply with the relevant Workplace Health and Safety Laws in the applicable jurisdiction(s).

2.2.8 Members should take all reasonable steps to ensure the safety of fundraisers. Door to door fundraisers must:

- a) Have a mapped walk for the day that has been communicated to and understood by them and their immediate supervisor;
- b) Have a safety plan in place;
- c) When operating singly, make contact with their immediate supervisor at least every sixty minutes.

2.3 Regulations and Disclosure

2.3.1 As a minimum requirement, fundraisers must provide donors with a written disclosure informing them that they are a paid professional fundraiser; the name of the commercial fundraising organisation (CFO) for whom they work; and how that organisation is remunerated by the charity. This disclosure must be shown to the donor before completion of a sign up form and also provided in a format that the donor can retain as a permanent record.

Where further disclosures are required by state governments, these must be followed in addition to the above minimum requirement. It is the responsibility of each member to ensure its disclosure statements are both legally compliant and meet the PFRA Standard.

- 2.3.2 Fundraisers must always wear the prescribed identification badge and have this clearly visible to the public on their torso while working. Unless contradicted by legislation or permit conditions, this badge must contain at least:
- i) A recent photo of the fundraiser;
 - ii) Fundraiser name;
 - iii) Charity name and logo;
 - iv) The words “Paid Collector”;
 - v) Charity contact information;
 - vi) For supplier members’ fundraisers: the supplier member’s name; and
 - vii) The PFRA logo;
 - viii) An expiry date.
- 2.3.3 All fundraisers must dress smartly and tidily and street fundraisers must be clearly identifiable as charity representatives through use of branded clothing.
- 2.3.4 Fundraisers must immediately follow any lawful and reasonable direction given to them by legitimate authority holders, including but not limited to: officers of the relevant local or state authority, police officers and shopping centre management.
- 2.3.5 Fundraisers must immediately follow any lawful and reasonable direction given to them by authorised representatives of the PFRA, such directions being consistent with the principles of this Standard and the purpose of the PFRA.
- 2.3.6 All fundraisers working in a location that requires a specific permit must have a copy of that permit with them in some form, at all times while working.
- 2.3.7 Charity members must ensure that new donors receive a written notification that includes the PFRA logo and web address.

2.4 Behaviour

- 2.4.1 All fundraising must be conducted using positive, respectful and polite verbal and body language.
- 2.4.2 Fundraisers must not mislead a member of the public or use false or inaccurate information in a conversation in an attempt to obtain a donation.
- 2.4.3 Fundraisers must not bring fundraising into disrepute while working or at any other time while identifiable as representatives of a charity by such behaviour as (and not limited to):
- i) Smoking and/or drinking alcohol;
 - ii) Being inappropriately dressed;
 - iii) Taking or being under the influence of illegal drugs;
 - iv) Lewd or aggressive behaviour; or
 - v) Exploiting their position for personal gain (for instance soliciting a job offer, making sexual advances or seeking a discount on a good or service).

- 2.4.4 Fundraisers should not approach members of the public in groups of more than one fundraiser. Where necessary however, a trainer, coach or team leader can assist in conversation with a member of the public.
- 2.4.5 Members must not permit people other than fundraisers or other workers who have the required understanding, as specified in Clause 1.4 of the PFRA Standard to approach members of the public.
- 2.4.6 Members must take reasonable steps to ensure that the number of fundraisers at a location is consistent with the available space at the location.
- 2.4.7 Fundraisers must not behave in a way that might be reasonably interpreted as forcing a member of the public to enter a conversation against their will.
- 2.4.8 Fundraisers must not initiate physical contact with a member of the public but may reciprocate appropriately.
- 2.4.9 Fundraisers must not block the public right of way or move to obstruct a member of the public.
- 2.4.10 Fundraisers must immediately end a conversation with a member of the public as soon as they are requested to do so.
- 2.4.11 Fundraisers must not attempt to follow or comment to a member of the public once a conversation has ended or if a member of the public has declined to start a conversation.
- 2.4.12 Fundraisers must not intentionally approach a member of the public who appears to be a vulnerable person.
- 2.4.13 If a fundraiser becomes aware that the person they are talking to is vulnerable, they must politely terminate the conversation at the earliest possible opportunity.
- 2.4.14 Fundraisers must not approach a member of the public who has, to the fundraiser's knowledge, recently been approached by another face to face fundraiser from their own or another organisation.
- 2.4.15 Where there is a disagreement between fundraisers relating to a fundraising location or any other matter this must be resolved politely and professionally between the fundraisers. If agreement cannot be reached, the disagreement must be resolved according to the relevant PFRA procedure.
- 2.4.16 In the event of a disagreement between fundraisers that is referred to the PFRA for resolution, fundraisers must immediately comply with the directions of the PFRA.
- 2.4.17 Fundraisers must not approach other fundraisers during the course of their fundraising with the intention of disrupting their work in any way; this includes seeking to recruit them to work for another fundraising organisation.
- 2.4.18 Fundraisers must notify their Team Leader or Manager by the end of the next working day of any complaint or incident alleging a breach of this Standard or otherwise likely to bring face to face fundraising into disrepute.
- 2.4.19 The member that first becomes aware of any incident alleging a breach of this Standard or otherwise likely to bring face to face fundraising into disrepute, which has been raised by any level of government, business association or other body which the PFRA has responsibility for engaging

with, must inform the PFRA as soon as possible or at the latest by the end of the following working day.

2.4.20 Unless it is elsewhere specified or contradicted by legislation, regulations, permits or licences, fundraisers should not work outside of the following hours:

Street Fundraising:

- Monday to Sunday 8 am to 8 pm
- Christmas Day and Good Friday – no fundraising

Door to Door Fundraising

- Monday to Friday 10 am to 8 pm unless by appointment
- Weekends and public holidays 10 am to 6 pm unless by appointment
- Christmas Day and Good Friday – no fundraising

2.4.21 Fundraisers must not approach members of the public who are seated. Fundraisers must also not approach patrons in the outdoor seating area of a private business.