
The Public Fundraising Regulatory Association (PFRA) was formed by Australian charities in 2015 to ensure high standards in face to face fundraising.

Face to face fundraising is a critical way for Australian charities to raise the funds needed to pay for the vital services they provide. Through face to face fundraising more than two million generous Australians have given \$2.4 billion to charities since 2007.

Without the generosity of Australians who support charities through face to face fundraising, it would not be possible to deliver life changing services to people in communities across Australia and the world.

Nine out of ten gifts to charity are made because someone has been asked to give. To ask for funds, face to face fundraising, like most other forms of fundraising, comes at an initial cost to the charity. This investment delivers a significant income. It is estimated that for every \$1 spent by a charity on face to face fundraising, more than \$3 is received in income.

Many charities work with professional fundraising agencies and this is common in face to face fundraising. These charities develop their own agreements with agencies including agreement on costs for that fundraising which should be made clear to any donor. A written disclosure of these costs is mandatory in some states.

It is the responsibility of charities to ensure that these partnerships are run in compliance with legislation and regulations and with the PFRA's standards.

The PFRA in partnership with the Australian Not-for-profits and Charities Commission (ACNC) and Fundraising Institute Australia (FIA) has produced guidance for charities in the governance standards required when working with fundraising agencies.

We encourage all member charities and agencies to review their practices ensure that they are complying with all regulatory and legislative requirements.