
INFORMATION FOR LOCAL AUTHORITIES

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The Public Fundraising Regulatory Association (PFRA) is the self-regulatory body for face to face fundraising in Australia.

Face to face fundraising provides Australian charities with significant funding, allowing them to carry out vital services for local communities across Australia and to work to solve some of the greatest global issues.

Face to face fundraising is only effective thanks to the generosity of communities across Australia; more than 290,000 people started regular gifts to PFRA members during 2014.

The support of local authorities is essential. Without this support, charities would not be able approach the public and ask for donations.

The role of the PFRA is to make sure that the right balance is maintained between the duty of charities to ask for donations and the right of the public not to face undue pressure to give.

“Without the conversations our face to face and door to door teams have, a huge amount of the research we are currently doing just wouldn’t be happening.” – *Cancer Council NSW*

“Every year we raise millions from supporters through our ongoing face to face recruitment program.” – *Amnesty International*

“Since launching our face to face fundraising program, ChildFund Australia has been able to double the amount of money sent overseas to our programs for children in developing countries.” – *ChildFund Australia*

“Regular Giving fundraising through face to face is one of the most affordable and effective ways of recruiting new supporters to Red Cross.”
– *Australian Red Cross*

The Vital Importance of F2F Fundraising

In 2014 more than \$100 million in new donations came from face to face fundraising for PFRA member charities.

Because these donations are regular, charities can rely on them and plan long term programs to solve long term issues.





How Face to Face Fundraising Works

A representative of a charity approaches a member of the public either in a street, at their front door or in a shopping centre, and asks whether they would like to become a regular donor to the charity.

Regular Donations

Most donations are made on a monthly basis by direct debit from a bank account or credit card.

Professional Fundraisers

Nearly all face to face fundraisers are paid for their work; it is hard for charities to find volunteers who have the right skills and long-term availability needed for this work.

Direct/Outsourced Fundraising

Some charities hire staff directly for this work and others work with professional fundraising agencies who recruit staff to represent the charity. It is often difficult for charities to recruit staff for this work, so outsourcing to a professional agency can be a huge benefit for them.

Local, National and Global

The charities using face to face fundraising include charities that deliver local services as well as national and international charities.

Efficient Fundraising

Nearly all fundraising requires an upfront investment by the charity. Face to face fundraising is one of the most efficient forms of fundraising. Charities will usually receive \$3 or more in donations for every \$1 they invest in face to face fundraising.

Regulation

Face to face fundraising is regulated by state and territory governments. These regulations ensure that charities and professional fundraising agencies comply with a range of licensing and disclosure requirements, which may vary from state to state.

Free Services for Local Authorities

Local authorities play a vital and generous role in facilitating face to face fundraising. The PFRA works with local authorities to establish management plans that balance sustainable fundraising with the needs of the local community.

The PFRA is funded by charities and provides a range of services free to local authorities. The benefits of self-regulation for charities come from long-term sustainability and mutually beneficial relationships with local authorities, business associations and communities. Our service offering includes:

Best Practice Standards

Fundraisers representing PFRA members are expected to comply with a minimum Standard of behaviour. Fundraisers will have been trained in this Standard.

Resolving Issues Quickly

Local authorities may need to report issues about face to face fundraising. This can often be a frustrating process, as the “on the spot” fundraisers are usually unable to resolve complaints themselves. The PFRA can investigate and resolve issues rapidly and effectively in support of rangers, place managers and local laws staff.

Quality Assurance

We have a comprehensive quality assurance program which includes site visits, mystery shopping, compliance checks and fundraiser training. This is designed to identify and address issues before they develop into major concerns.

Accountability

A member organisation or individual fundraiser might fundraise in a number of different local authority areas. The PFRA is able to track fundraiser behaviour across all local authority areas and hold fundraisers to account through penalties and sanctions for repeated breaches of our Standard.

Reducing Workload

Managing the application process for permits can often be time consuming and resource intensive for local authorities. The PFRA can manage a roster system for local authorities to fairly allocate permits to charities using face to face fundraising.

Sustainable Fundraising

The PFRA can work with local authorities and business associations to ensure that face to face fundraising does not grow beyond an acceptable level for local communities. This includes careful rostering of permits and “resting” of fundraising locations.

Local Solutions

We understand that what works in one area will not necessarily work in all areas. The PFRA can tailor the rules for members in a way that best balances the requirements of a local community with the ability of charities to raise funds to deliver services.

An Integrated Management Plan

The PFRA can provide local authorities with an integrated management plan for face to face fundraising.

He must not initiate physical contact with you _____

He is a professional fundraiser _____

He must be polite and respectful _____

He must be wearing a charity uniform and be smartly dressed _____

He must not stand too close to the kerb _____

He must not follow you down _____ the street

He must not obstruct you _____

He must have a photo ID badge _____

He must carry a copy of his permit if this is required _____ by the Council

He must stay in the location he is assigned to by any _____ Council permit