



FIA code of conduct campaign hits the headlines

Today the Fundraising Institute Australia (FIA) hit the airwaves and the newspaper headlines to publicly launch the charity code of conduct - the FIA's Principles & Standards of Fundraising Practice.

Many thanks to the **Australian Financial Review** for its fabulous coverage on page 14 of today's edition (see below), and to **ABC Breakfast shows and Drive shows** across the nation for their live-to-air interviews with our CEO Chris McMillan, chairman Leo Orland, and board director and WA chapter president Brian Holmes.

This is a fabulous opportunity to build confidence in Australia's charity sector, and the FIA thanks all members who have so generously supported the public launch.

The FIA urges all members to display the symbols of their membership - the FIA organisational member logo or the new FIA individual member mark, as donors will now be looking for that "tick of confidence" for their chosen charity and its fundraisers.

Could all FIA members please upload the [code of conduct release](#) onto their websites to help build public confidence in our sector.

Bill of rights for donors to charities

Fiona Carruthers

For the first time, Australians can check for an industry awarded "stamp of approval" next time they are asked to give to charity.

In a branding move similar to the successful red tick on food bestowed by the National Heart Foundation, the charity sector's key professional body, the Fundraising Institute of Australia, will today release a 178-page set of guidelines titled *Principles & Standards of Fundraising Practice*.

Designed to empower donors, the document allows people to check if their charities of choice are operating in accordance with best practice techniques.

The guidelines cover everything from the handling of bequests and telemarketing to the use of donation buckets in streets.

"We want Australians to know they have the right to be reassured their charity is fundraising and managing their funds in a transparent and accountable manner," FIA chairman Leo Orland said.

Members of the FIA will automatically qualify, and can rebrand their promotional material, running the FIA membership logo alongside their logo as a sign that they comply with the FIA's *Principles & Standards* document.

Established in 1968, the FIA has more than 1600 members.

FIA chief executive Chris McMillan said the document would also make it easier to deal with complaints about charities.

Her organisation has received more than 300 inquiries on ethical issues this year alone. This includes about 17 complaints, plus inquiries



The wide-ranging guidelines also cover street collecting.

Photo: LOUIE DOUVIS

about fundraising practices. The number of inquiries in 2010 is well up on the two-year period from 2007-09, when 289 inquiries were received.

In 2007-09, the most common inquiries related to licensing, compliance, performance-based remuneration, donation practice, privacy, fundraisers' remuneration, the issuing of receipts and the cost of fundraising.

Mr Orland described the code of practice as "a bill of rights for donors".

"Donors have rights too. It's their money they're donating, and they have the right to be confident it's being used carefully, wisely and ethically," he said.

The code also addresses the

question of cases in which donations might be inappropriate, such as from alcohol or tobacco companies.

"We've been very surprised by the number of charities that don't have internal policy guidelines in place around fundraising, so this document also aims to address that," Ms McMillan said.

In other news, FIA congratulated two of its national award winners who took out gongs at the inaugural Resource Alliance Global Awards for Fundraising, held in the Netherlands last week. The Royal Flying Doctor Service, Victoria, won the Big Idea, Small Budget award, while Asthma Foundation NSW volunteer Michael Cowan received the Outstanding Volunteer award.



For more information call the FIA on 1300 889 670 or email [member services](#).