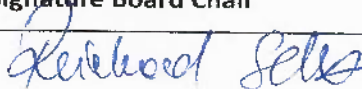




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# Fundraising Policies and Procedures ADRA Austria

	Date:	Signature Board Chair
Approved Board	26 May 2021	
Revision 1		
Revision 2		
Revision 3		
Revision 4		

Coming into effect: 26 May 2021

This Fundraising Policies and Procedures are binding and relevant for ADRA Austria's daily operation. These guidelines are in agreement with the ADRA International Fundraising Charter.

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### *Note:*

*For the sake of simplicity, this manual does not use a gender-specific language. When talking about employees or tasks in male form, male and female persons are equally meant.*

## 1. General

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### 1.1 Purpose

The purpose of this policy is to enable ADRA Austria to have a clear and consistent ethical policy in relation to fundraising. The Board of ADRA Austria is committed to ensuring that fundraising activities are carried out in an ethical manner. This policy applies to the Board, permanent and contract staff and volunteers.

### 1.2 Our Principles

#### Respect

- All fundraising will respect the rights and dignity of donors, beneficiaries and the public.
- Fundraising activities will not be unreasonably persistent, intrusive or place undue pressure on people to donate. Should someone not wish to donate, or wish to cease making a donation, that decision will be respected.
- Beneficiaries will not be presented in a disrespectful way in promotional activities and, where possible and appropriate, clients and beneficiaries will have an input into the promotional strategies of the charity

#### Honesty and Integrity

- Fundraising will occur in an honest and truthful manner.
- Fundraisers will act with integrity and not misrepresent the charity, its need for funds or how they will be applied.
- Questions about fundraising activities and fundraising costs will be answered honestly and in a timely manner.
- Information about the charity's charitable purpose and activities will be made freely available.
- Charitable donations and gifts will be used for the purposes for which they were donated.

#### Transparency and Accountability

- Fundraisers will always be transparent, clear and accurate about the work of our cause, how donations will be managed and spent, and report on costs and impact accurately.
- The charity will take responsibility for its actions and will be capable of explaining, clarifying and justifying those actions.
- The charity's trustees and management will explain and account to donors and the public for the charity's actions.
- ADRA Austria operates in an open, frank and honest way and will ensure that transactions, operations, information and communications are easily understood by donors and the public alike.
- The charity will clearly identify to donors and the public the cause for which the fundraising is occurring and how donations will and are being used.
- The charity will provide ways whereby those interested can easily contact the charity.
- The charity will have a procedure in place to address complaints.

### 1.3 Standards

ADRA Austria's guiding fundraising principle is a simple one – we will only use techniques that we would be happy to be used on ourselves. In doing so, the ADRA will adhere to the following standards:

1. ADRA Austria adheres to the ADRA worldwide Fundraising Charter
2. It strives to remain below 10 percent Administration cost, respecting Christian stewardship principles but also ensuring the quality of service delivered to donors and beneficiaries.
3. Excess donations may be used for a similar project as to be highlighted in ADRA's publications.

ADRA Austria further agrees to the CFRE's ([www.cfre.org](http://www.cfre.org)) standards which are presented as being the benchmark for fundraising excellence and set out a shared framework for working to the highest level and in the best interests of our cause, while respecting our donors and being accountable in our work.

### **1. Responsibility to fully comply with relevant legislation and regulatory standards**

- Fundraisers will work according to the national and international legal obligations that apply to the international ADRA network and ADRA Austria's location, legal form, and activities.
- Fundraisers will follow any agreed upon regulatory systems for fundraising and specific codes of practice for fundraising that are set by the FVA and ÖSGS as well as Austrian Government Legislation.
- Fundraisers will not take action that could constitute professional misconduct or create a conflict of interest.

### **2. Responsibility to supporters**

- Fundraisers will always respect the free choice of all individuals to give donations or not.
- Fundraisers will respect the rights of donors and follow their preferences on communications and privacy.
- All personal information collected by ADRA Austria is confidential and is not for sale or to be given away or disclosed to any third party without consent.
- 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.
- Fundraisers will be open and transparent with donors on the use of their funds, providing clear information on how donations are spent and the impact of their work.
- Fundraisers will be truthful and honest in all of their fundraising communications, in any medium and by any means, using accurate information about their cause in their materials, communications, and activities.
- Where a donor has expressed a view on the specific service or project that they would like their money to be applied, the donor's wishes will be followed wherever possible. In the event that the money cannot be used in line with the donor's wishes, the fundraiser will seek further agreement from the individual or organization on the use of their donation.

### **3. Responsibility to our cause and beneficiaries**

- Fundraising activities should not be undertaken if they may be detrimental to the good name or community standing of ADRA Austria.
- Fundraisers will work together with their trustees or relevant governance structure to best achieve the overall goals and objectives of their cause, making decisions and working in accordance with the values of the organization.
- Fundraisers will always be respectful of their beneficiaries and uphold their dignity and self-respect in the fundraising communications or materials that they use.
- Fundraisers will not accept donations where the acceptance of those gifts would not be in the best interests of the organization or create a conflict of interest that would be detrimental to the organization's reputation, mission, and relationship with existing supporters and beneficiaries.
- 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 ADRA Austria include pharmaceutical/gambling/tobacco/alcohol companies.



#### **4. Management reporting, finance, and fundraising costs**

- Fundraisers will be transparent and accurate in presenting fundraising costs, fees, and expenses, without expressing or suggesting in communications and materials that fundraising lacks administration and fundraising costs.
- Fundraisers will ensure that all fundraising transactions, accounting, and reporting for which they are responsible are transparent and accurate.
- Fundraisers will provide accurate reports on their organization's income and expenditure according to the national regulatory framework and publish clear information on their activities for stakeholders, beneficiaries, donors and the public.

#### **5. Pay and compensation**

- Fundraisers will not use their position to make any unauthorized or disproportionate personal gain.
- Fundraisers will not seek any personal benefits or gratuities in the course of their work. Any benefits or gratuities that are offered to a fundraiser will be declared to their organization and/or any relevant authority and only accepted if in line with the set policy and with any necessary approval.
- Nobody directly or indirectly employed by or volunteering for ADRA Austria shall accept commissions, bonuses or payments for fundraising activities on behalf of the organisation.
- When fundraisers work with suppliers, partners, or third-party agencies, they will take all reasonable steps to ensure that those external parties work to the same standards that they are held to, and that they do not receive unreasonable and disproportionate payment for their work.
- All payment and remuneration for fundraisers will be arranged before work is carried out, with any performance-related payments agreed in advance and set to ensure that payments will not be disproportionate or unreasonable.

*Source: adapted from the Agreement by representatives of National Fundraising Associations and adopted at the International Fundraising Summit in London on July 5, 2018.*

## **2. Policy for the acceptance/refusal of donations**

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- I. Responsibility for all decision's rests with the legally appointed Board of Directors of ADRA.
- II. The Board will at all times endeavour to take all decisions relating to the acceptance/refusal of donations "in the best interests of ADRA".
- III. The Board will aim to demonstrate that they have acted "in the best interests of ADRA" irrespective of any individual or collective personal interest or predilection, in each and every case.
- IV. The Board will be particularly careful when refusing donations based solely on the grounds of expediency, as judged by themselves.
- V. The Board will derive no personal benefit (individually or collectively) from donations, loans or other material support offered to ADRA. Where material personal benefit is tied to support, the support, the benefit, or both will be declined.
- VI. Where it is clear that the activities of a donor are directly inimical to the objectives of ADRA, the agreed policies of ADRA, or to the beneficiaries of ADRA, the Board may decide to refuse a donation.
- VII. Where it can be clearly shown that the cost to ADRA of accepting a donation will be greater than the value of the donation itself, the Board may decide to refuse the donation.
- VIII. Where the offer of support is dependent upon the fulfilment of certain conditions placed upon ADRA, the Board have the right and may decide to refuse that support.

- Such cases might exist where;
- any condition linked to the support is, in itself, contrary to the objectives of ADRA
  - any condition linked to the support is regarded as unreasonable in relation to the nature of the support in terms of its size or impact on the work of ADRA
  - where conditions linked to the support will divert ADRA from pursuing its current objectives, policies or work priorities as a necessary result of the fulfilment of the conditions alone
  - where the conditions linked to the support tie the funds and/or property offered to a specific activity, that activity must itself be;
    - a) charitable in nature
    - b) within the scope of legitimate action permitted by the charitable objects of CARI and the powers granted to achieve those objects and
    - c) be practically achievable by ADRA
- IX. Where an offer of support is itself dependent upon ADRA first spending its own money or resources in order to facilitate the execution of the original offer of support, great care will be taken by the Board to avoid placing charitable assets under undue and inappropriate risk.
- X. Practical considerations might mean that an otherwise acceptable donation must be refused. Such cases might exist:
- Where support is tied to a particular project or activity which whilst reflecting the charitable objectives of ADRA, is nevertheless impractical, given the current standing of the organisation.
  - Where the support is presented in an unconventional manner and the cost of processing the donation exceeds the value of the donation.
  - Where the support consists of goods, services or property which ADRA cannot lawfully use, convert, exchange or sell in direct support of its charitable objects.
- XI. Where a change in the donor's circumstances prompts a request for the return of all or part of the donation, great care will be exercised by the Board.
- XII. On occasion, the Board may wish to refuse a donation, or delay its acceptance, with a view to inviting the donor to make the gift in a more tax efficient manner.

### **3. Donors Privacy**

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#### **3.1 Privacy Act**

Laws protecting the privacy of Donors, consistent with the GDPR Privacy Act, are met. ADRA has assigned a responsible person for data protection.

#### **3.2 Donations**

ADRA is using a professional and reliable software to accept and process donations, ensuring the privacy of donors is met.

ADRA's donor database is password protected, stored in a secure environment and can only be accessed by staff entitled due to their role in the organisation.

ADRA is not sharing information to externals about the name and donation amounts of its supporters. In case, a list of donors is requested (consent of the donors anticipated) like in the case of "in memoriam" donations, ADRA is sharing a list of donors with the family of the deceased person, but only the total donation amount (no information on individual donations).

The same is valid in case of cooperations with other institutions.

## 4. Local legislative Fundraising requirements

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### 4.1 Tax deductibility of donations

Donations to ADRA Austria are tax deductible. To ensure this privilege in the future, ADRA Austria complies with the guidelines issued by BMF.

### 4.2 Spendengütesiegel (Austrian Donation Quality Seal)

ADRA Austria carries the "Österreichisches Spendengütesiegel" and complies with its local requirements (see [www.oesgs.at](http://www.oesgs.at))

### 4.3 Charitable collections from house to house are to be licensed.

1. Any charitable collections from house to house are to be licensed by government and police, as necessary in that respective locality.
2. Public collections in any location in Austria are to be agreed with the ADRA staff in Vienna beforehand and all legal necessities undertaken.
3. If a person promotes a collection for ADRA, and does not have the necessary legal autorisation, he shall be guilty of an offence.
4. The same is valid if a person acts as a collector for ADRA in any locality and does not have a licence authorising it, he shall be guilty of an offence.

## 5. Consent for Images and stories

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- Prior and informed consent is obtained for all images and stories. In case of minors/children, the consent of their parent or legal guardian is obtained.
- Names of beneficiaries are changed, if possible already by ADRA's local project partner, and no exact localities are published, to safeguard the privacy of beneficiaries. This is in particular important when using images and stories of children.

## 6. Processes

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### 6.1 Collection of donor data for tax benefits

Donor data is captured from incoming donations as available. The website offers donors a form where they can transmit their personal data including date of birth for claiming tax benefits. In January of the following year, donors with a minimum donation of 20 EUR receive a tax receipt by mail. This receipt indicates whether the donation can be transmitted to their tax account or whether the donor needs to transmit further data or correct current data to ADRA Austria.

### 6.2 Process for managing Corporate Sponsorship

Before a sponsorship can be secured, the following steps must be undertaken:

- **Research:** businesses approached should be researched to ensure a best fit in line with this policy.
- **Valuation:** benefits to be offered to a sponsor must be valued to ensure proposals are fair and reasonably priced.
- **Benefits:** all crediting & branding permitted must be agreed in advance based on the valuation.
- **Invoicing:** full payment should be received before the activity sponsored takes place.
- **Contracting:** all sponsorships over EUR 1,000 should be documented with a written contract.

- **Evaluation:** sponsors should be provided with an evaluation demonstrating return on investment after the activity.
- **Review:** sponsors should not be contracted for longer than 3 years without consideration of whether the partnership still presents best value for ADRA.  
All sponsorship is unrestricted income to the charity as a service provided in return for payment. All sponsorships is recorded on the Databank.

### **6.3 Process for managing Donations & Grants**

When a donation or a grant is received, staff should ensure the following:

- Clarify where the donation or grant will be spent and whether it should be treated as unrestricted or restricted funds.
- Document the gift and log any relevant details agreed such as management of the gift and activity funded, decision making for any changes to the activity supported, payment schedule etc.
- Procedure for thanking the funder, ensuring that benefits of significant financial value are not given that will conflict with this policy or significantly off-set the value of the gift.
- If the gift is being made by an Austrian resident tax payer, undertake full documentation for possible tax return claim purposes.

### **6.4 Data Protection**

ADRA Austria will administer all fundraising in line with its Data Protection Policy.

Donors will never be given direct access to mailing lists or data held by ADRA Austria, unless it has the express permission of the data subject.

All Donors have a right to request access to their data and may obtain this by contacting a member of the Fundraising team.

ADRA Austria acknowledges the donor's right to privacy and will uphold the values of the ÖSGS Fundraising Promise.

Should any donor wish to make a complaint about fundraising, then they may do so under the ADRA Austria Complaints and Compliments Policy.