Dyslexia Ireland

POLICY COVERSHEET

This policy does not form part of the employment contract. Dyslexia Ireland may amend this policy from time to time at its sole discretion. Dyslexia Ireland may also vary the policy, as appropriate in any case.

Name of Policy and Version:	**FUNDRAISING POLICY v5.0**
Policy Status:	New Policy ☐ Revision of Existing Policy [X]
Approval for this policy given by:	Dyslexia Ireland Board
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This Fundraising Policy is in compliance with the 'Statement of Guiding Principles for Fundraising' which was drawn up for the Irish Charities sector in the context of the Charities Act (2009) and the 'Guidelines for Charitable Organisations on Fundraising from the Public' which was published by the Charities Regulator in 2017.

The Charities Act has the stated objective of " … implementing agreed Codes of Good Practice in relation to the actual fund-raising operations …".

The Statement sets out best practice for charities who fundraise from the public, based around core principles of respect, honesty and openness.

This Fundraising Policy applies to any individual or group (volunteers or staff) who are undertaking fundraising activities on behalf of Dyslexia Ireland.

A full copy of the Guidelines for Charitable Organisations on Fundraising from the Public (2017) is available at https://www.charitiesregulator.ie/media/1083/guidance-for-fundraising-english.pdf.

Public Fundraising Compliance Statement

- Dyslexia Ireland is committed to complying with the 'Statement for Guiding Principles for Fundraising', and the 'Guidelines for Charitable Organisations on Fundraising from the Public' and has formally discussed and adopted the Statement at a meeting of the governing body (Board).

- Dyslexia Ireland confirms its commitment to the principles set out in the 'Statement of Guiding Principles for Fundraising' and the 'Guidelines for Charitable Organisations on Fundraising from the Public' by a statement to that effect in its annual Directors' Report.

- Dyslexia Ireland has a Donor Charter which is consistent with the 'Statement of Guiding Principles for Fundraising' and the 'Guidelines for Charitable Organisations on Fundraising from the Public'.

- Dyslexia Ireland monitors compliance with the 'Statement of Guiding Principles for Fundraising', and the 'Guidelines for Charitable Organisations on Fundraising from the Public'. Compliance is reported to, and discussed at Board level.

- Dyslexia Ireland considers the 'Statement of Guiding Principles for Fundraising' and the 'Guidelines for Charitable Organisations on Fundraising from the Public' when planning all fundraising activity.

- Dyslexia Ireland provides honest, open, accountable and transparent disclosure when fundraising from the public.

- Dyslexia Ireland has appointed a member of the governing body and/or a senior member of staff to be responsible for compliance with the 'Statement of Guiding Principles for Fundraising' and the 'Guidelines for Charitable Organisations on Fundraising from the Public'.

- Dyslexia Ireland ensures that fundraising staff/volunteers are provided with information and training, when needed, on the 'Statement of Guiding Principles for Fundraising', and the 'Guidelines for Charitable Organisations on Fundraising from the Public' and its implementation.

- Dyslexia Ireland has a feedback and complaints procedure consistent with the 'Statement of Guiding Principles for Fundraising' and the 'Guidelines for Charitable Organisations on Fundraising from the Public'. Feedback is recorded for review by relevant staff including the CEO, management team and the board. Feedback is responded to promptly and appropriately.

- Dyslexia Ireland prepares financial reports consistent with the requirements of the Charities Act 2009 which include a statement concerning the extent to which control of the organisation is independent of its funding sources.

- Dyslexia Ireland ensures that all donations are tracked and recorded and complies with data protection requirements.

- Dyslexia Ireland is accessible to the public through a number of readily available contact options.

Donor Charter

As a charity seeking donations from the public, Dyslexia Ireland aims to comply with the 'Statement of Guiding Principles for Fundraising' and the 'Guidelines for Charitable Organisations on Fundraising from the Public'.

Our pledge is to treat all our donors with respect, honesty and openness.

We commit to being accountable and transparent so that donors and prospective donors can have full confidence in Dyslexia Ireland.

Dyslexia Ireland assures our donors that we will effectively apply your gifts to us for their intended purposes.

We commit that you, our donors and prospective donors will:

1. Be informed of the organisation's mission, and of the way the organisation intends to use donated resources.
2. Be informed of the identity of those serving on the organisation's governing board, and that the board will exercise prudent judgement in its stewardship responsibilities.
3. Have access to the organisation's most recent financial statements.
4. Be assured your gifts will be used for the purposes for which they were given.
5. Receive appropriate acknowledgement and recognition.
6. Be assured that information about your donation is handled with respect and with confidentiality to the extent provided by law.
7. Expect that all relationships with individuals representing the charity will be dealt with professionally.
8. Be informed whether those seeking donations are volunteers, employees of the organisation or hired third party agents.
9. Have easily available the agreed procedures for making and responding to complaints.
10. Have the opportunity for any names to be deleted from mailing lists. Dyslexia Ireland mailing lists are not shared with third parties.
11. Receive prompt, truthful and forthright answers to questions you might have of the organisation.

What to do if you have feedback: If you do have a comment about any aspect of our work, you can contact Dyslexia Ireland in writing or by telephone or email. In the first instance, your comment will be dealt with by our CEO. Please give us as much information as possible and let us know how you would like us to respond, providing relevant contact details.

Write to the CEO, Dyslexia Ireland, Office Suite, Block B, 107-110 The Windmill, Windmill Lane, Dublin 2, D02E170.
Tel: 01 8776001
Email: ceo@dyslexia.ie
Opening hours: Monday to Friday, 9.00 am to 1.00 pm, and 2.00 pm to 5.00pm.

What to do if you wish to make a complaint: If you wish to make a complaint, please consult our Complaints Policy, available on our website and from our national office.

The Responsibility of those Managing Fundraising Activities

Fundraisers and fundraising charities, such as Dyslexia Ireland, commit themselves to the highest standards of good practice and to ensuring that all their fundraising activities are respectful, honest, open and legal. Any information obtained in confidence as part of the fundraising process must not be disclosed without express prior consent.

Those responsible (or their designate, whether voluntary or paid) must:

1. Be responsible for ensuring that fundraisers are aware of and can generally communicate the purpose of the organisation and of the specific fundraising efforts they are involved in;
2. Be responsible for ensuring that fundraisers are aware that they must disclose if they are employees of the organisation or third party agents;
3. Provide, where possible, clear and adequate, written or verbal, information to the public about any relevant follow-up including telephone procedures;
4. Have procedures to ensure that, wherever possible, particular caution is exercised when soliciting from people who may be considered vulnerable;
5. Ensure that, where paid, fundraisers are remunerated by such methods that will avoid the incidence of pressure on the potential donor to donate;
6. Where events organised in the charity's name are not known by the charity until after the fact, the charity will work with that fundraiser to ensure they are aware of the standards expected and that the fundraiser will apply them to any future events they hold for the charity;
7. Where donations are raised through electronic means, for example through charities' websites, the level of security applied to such websites shall be of a sufficient standard to protect the confidentiality of donors credit card and other personal details;
8. Ensure all public collections have a Garda permit, or where no permit is necessary, permission from the relevant authority (such as for collections in church grounds);
9. Ensure there is signed confirmation that data is kept securely and confidentially and in compliance with the Data Protection Acts 1988 to 2018 and the General Data Protection Regulation;
10. Ensure that the recruitment process screens potential recruits to indicate suitability (subject to data protection regulations);
11. Where remunerated, ensure fundraisers are legally entitled to work in the jurisdiction;
12. Be responsible for ensuring that, where paid, all fundraisers and third party agents are given appropriate contracts, to include a clause stipulating their compliance with the 'Statement of Guiding Principles for Fundraising', and the 'Guidelines for Charitable Organisations on Fundraising from the Public' and with any legal requirements that apply;

13. Ensure that appropriate training, education and information is available to fundraisers to enable them perform their roles effectively;
14. Comply with the ICTR good practice factsheet on handling cash and non-cash donations.
15. Ensure as is reasonably practicable, fundraisers are not exposed to risks to their health and safety.
16. Be generally responsible to explain to the public how fundraising is organised and to help educate the public about the realities of resourcing charitable organisations. Where specific questions are received these should be answered openly and honestly. The principle of informing the charity in advance and adhering to these standards will be highlighted as much as possible by the organisation.

Data Protection

As a charity Dyslexia Ireland will follow appropriate procedures when handling and processing personal data from individuals and/or donors'.

All personal data will be collected fairly and lawfully and information which can be identified or attributed to one or more individuals and/or donors' must be treated as confidential. Dyslexia Ireland will comply with all legal requirements with regard to data protection legislation. Dyslexia Ireland will conform to relevant guidance issued by the Data Protection Commissioner, in particular, the GDPR guidelines as well as guidance relating to direct and interactive marketing, including direct mail, email, telemarketing, digital and social media marketing, SMS text etc. Dyslexia Ireland respects donors' stated preferences regarding contact by Dyslexia Ireland and will make it easy to communicate these preferences. Where a third party firm or agent is employed by Dyslexia Ireland to fundraise, the public have a right to reasonably assume that any data they provide is held only by Dyslexia Ireland and not by the third party.

Please refer to the Dyslexia Ireland Data Protection Policy and Statement on our website for more information.

Financial Transparency and Accountability

As a charity, Dyslexia Ireland is fully committed to financial accountability which goes to the heart of transparency and is particularly important in the context of fundraising by charities. Dyslexia Ireland is fully committed to financial transparency and accountability, and follows the following procedures:

1. At the earliest possible date, cash banked and income summaries are reconciled;
2. Records are made of donations for specific purposes (to certain appeals or projects) to ensure that the terms of donations are complied with. Dyslexia Ireland ensures

that accepted donations are used to support the purposes in accordance with the conditions attached to the donation;

3. Where Dyslexia Ireland is in receipt of funds restricted to certain purposes or projects and where Dyslexia Ireland cannot realistically apply the funds within a reasonable timeframe to that purpose or project, Dyslexia Ireland, in consultation with the Charities Regulator, will allocate those funds to a purpose as close as possible to the original intended purpose. Where practical, this change will be communicated to the specific donor(s);
4. All funds will be used reasonably and prudently in the interest of Dyslexia Ireland. This involves ensuring that remuneration of fundraisers is proportionate to the benefit reasonably expected to be obtained. Payments to fundraisers must not be excessive;
5. Dyslexia Ireland will make it clear to all volunteers that anyone raising money must ensure that Dyslexia Ireland receives all that money. Volunteers should have only their out-of-pocket expenses reimbursed, on the basis of receipts provided (if applicable);
6. Dyslexia Ireland operates a culture of zero tolerance to theft or fraud and any suspicions relating to such matters will be immediately raised by Dyslexia Ireland with An Garda Síochána.