

Standard of School Fundraising Practice

The Standard of School Fundraising Practice provides a practical guideline for FINZ members for best practice for conducting fundraising activities for schools within an ethical framework.

This standard must be read in context with FINZ's Codes of Fundraising Practice, including the Code of Ethics and Professional Conduct, Fundraiser's Relationship with Donors and FINZ Complaints Process.

The standard's provisions must be read in conjunction with the relevant legislation. If there is a conflict between the provisions of this standard and legislation, the legislation prevails.

1. To whom does this standard apply?

1.1 This standard applies to FINZ members. FINZ can only monitor this standard and enforce it if necessary against a FINZ member.

1.2 This standard does not replace nor override the applicable New Zealand legislation.

2. Planning a school fundraising activity

2.1 Before the school fundraising activity is undertaken, a fundraiser, school or organisation should create goals for the school fundraising activity including as a minimum:

- a) targets for the school fundraising activity, based upon the funds required and the number of possible donors;
- b) the goals in relation to the donors;
- c) how the donors might benefit;
- d) the benefit to the school.

2.2 When planning a school fundraising activity, a fundraiser, school or organisation should ensure the following details are included:

- a) how the school fundraising activity works, including details of the number of staff or volunteers required to conduct the school fundraising activity;
- b) when the school fundraising activity will be held and/or what period the school fundraising activity covers;
- c) where the school fundraising activity will take place;
- d) what is the purpose of the school fundraising activity;
- e) prepare a budget for the school fundraising activity;
- f) evaluate risks using a written risk management plan.

The Model Risk Management Assessment Plan in Appendix 1 is included as a guide for fundraisers to develop their own risk management assessment plan. It is not intended to substitute or exclude the development of fundraisers' own risk management assessment plan.

Appendix 2 provides a model health and safety risk assessment checklist.

2.3 A fundraiser must ensure that the school has obtained any current permit or authority to fundraise required by law before commencing a school fundraising activity

3. Management of finances and cash collection

3.1 When handling money, a fundraiser should ensure that:

- a) at least two adults are authorised to sign cheques issued in connection with the school fundraising activity;
- b) at least two adults are present at all times in a secure environment when cash is tallied at the conclusion of the school fundraising activity. Both should write and sign a completed tally sheet;
- c) all donations and payments should be deposited into the school's or organisation's bank account daily, or as soon as is practicable;
- d) payments should only be made from the school's or organisation's account, not directly from daily cash receipts.

3.2 The school or organisation must ensure all cash and goods related to a school fundraising activity are secure and protected from theft and manipulation.

3.3 The school or organisation must ensure appropriate financial records are kept for a period of 7 years.

4. Participation of children in a school fundraising activity

4.1 A fundraiser, school or organisation must ensure that children do not handle money, except under the supervision of an adult subject to section 3 and 4.3d of this standard and relevant legislation.

4.2 A fundraiser, school or organisation must not conduct a school fundraising activity involving door-to-door or street fundraising activities by children except under the supervision of an adult subject to section 3 and 4.3 of this standard and relevant legislation.

4.3 Where the participation of children in a school fundraising activity is permitted by law, fundraisers must ensure that the following practices are implemented by the organisation or school:

- a) prohibited persons (i.e. a person convicted of a sex offence) must not be employed or allowed to volunteer in any capacity to work with, supervise or have contact with children;
- b) a police check or, where required by law, a Working With Children check must always be carried out for adults who will be in contact with children;
- c) adults who will be in contact with children must be asked to provide all necessary personal information and complete all forms required to obtain a police check;
- d) children under 12 years must be supervised by an adult at all times during the school fundraising activity;
- e) where a child is being paid wages or some other material benefit (other than reimbursement of reasonable out of pocket expenses), a record of employment must be maintained; including the following details:
 - (i) the child's full name, residential address and phone number;
 - (ii) the child's date of birth;
 - (iii) description of the nature of the employment;

- (iv) details of consent provided by the child's parents or guardian (any written records to be retained);
- (v) name, address and telephone number of the person immediately responsible for the child during the appeal;
- (vi) records must also comply with any additional requirements under any relevant employment agreement.

4.4 The fundraiser, school or organisation conducting the school fundraising activity should prepare a list of written instructions, both for the children participating in the school fundraising activity and for their supervisors.

4.5 Further, the fundraiser, school or organisation should ensure in accordance with legislation and regulations:

- a) any supervisor must obey the law regarding supervision of minors;
- b) any supervisor must not be in charge of more children at a time than the number prescribed by relevant legislation.

4.6 The fundraiser, school or organisation must be aware of and comply with all legislation which regulates the conditions under which children may be used as collectors, including:

- a) the degree of supervision required;
- b) conditions of employment;
- c) responsible service of alcohol;
- d) alcohol licensing;
- e) any other obligations to protect their welfare and safety.

FINZ members are referred to their obligations under section 5 of the FINZ Code of Ethics and Professional Conduct.

4.7 If participating in a school fundraising activity, children should meet the standard requirements for identification, including wearing an identification badge if required by legislation.

5. Suppliers

5.1 If the school fundraising activity requires entering into a relationship with a supplier or the hiring of a supplier on behalf of the school or organisation, fundraisers should take all reasonable steps to ensure that the:

- a) terms and conditions of a written agreement between the school or organisation and the supplier are fair and are congruent with the objects of the school fundraising activity;
- b) commissions, fees and expenses incurred are reasonable;
- c) school or organisation exercises proper controls and supervision over the supplier;
- d) school or organisation ensures all monies are being accounted for in a proper manner.

5.2 If a supplier is providing services or goods directly to the school fundraising activity, fundraisers should ensure that the supplier provides certificates of currency for public liability insurance and any other types of insurance that the nature of the school fundraising activity may require.

5.3 The school should ensure that they have a process to declare conflicts of interest where they use the business of a parent as a supplier, and that parent has an involvement in the running of the school in some way.

6. When a volunteer group undertakes both the running and funding

of a school fundraising activity

6.1 Individuals or groups of people may wish to raise funds for a school or an organisation by holding a school fundraising activity. Before entering into an agreement with any group wishing to conduct a school fundraising activity in the name of the school or organisation, a fundraiser should ensure that the school fundraising activity is authorised by the school or organisation. To do this, a fundraiser should liaise with the school or organisation.

6.2 The fundraiser or school must, if raising funds for a school, organisation or fund:

- a) obtain written permission from the school, organisation or fund to operate the school fundraising activity and use the trademarks of the school, organisation or fund in the proposed school fundraising activity;
- b) identify whether the volunteers or the school, organisation or fund accept the financial risk of the proposed school fundraising activity and obtain the agreement in writing;
- c) ascertain in writing how much direct involvement the school, organisation or fund will have in organising and implementing the proposed school fundraising activity;
- d) ask the school, organisation or fund to brief all volunteers about its policy of acceptable and unacceptable methods or sources of fundraising in the name of the school, organisation or fund.
- e) provide evidence to support any agreement about the level of funds to be provided, e.g. 'all profits'. Any fees to be paid to the organisers should also be identified in advance.

6.3 Volunteers must comply with relevant legislation and local government regulations.

7. Identification of collectors

7.1 If required by legislation, volunteer collectors and paid collectors collecting donations on behalf of a school, organisation or fund must at all times during a school fundraising activity display appropriate identification.

8. Promotional materials

8.1 A fundraiser, school or organisation must ensure that any promotional material used to promote a school fundraising activity:

- a) is factually accurate, truthful and not likely to deceive or mislead any person;
- b) identifies the school;
- c) identifies the objective of the school fundraising activity;
- d) complies with the Fair Trading Act 1986, (in particular those sections relating to misleading and deceptive conduct and false and misleading representations);
- e) is approved by the school before work commences on promoting the school fundraising activity.

8.2 Where a fundraiser, school or organisation discloses a cost of fundraising in promotional materials, that cost must be factually accurate.

8.3 Despite anything else in this section promotional materials may be part of a positive campaign by a fundraiser, school or organisation to build public awareness, understanding and support for the objects of a school.

8.4 A fundraiser, school or organisation should ensure that the school monitors the level of contributions and acknowledges donors for their generosity.

8.5 If the school fundraising activity, organisation or school has a trade mark associated with or used in connection with it, the fundraiser, school or organisation must ensure that the trade mark owner has given permission for the use of the trade mark and take all reasonable steps to prevent its unauthorised use by third parties including suppliers or the media.

9. Compliance and management of complaints

9.1 Fundraisers, schools and organisations must comply with FINZ's Codes of Fundraising Practice and this standard and relevant legislation including the Fair Trading Act 1986 and the Privacy Act 1993.

9.2 Complaints concerning this standard or the conduct of a FINZ member will be determined by the FINZ Ethics Committee in accordance with the FINZ Complaints Process.

Definitions

Beneficiary means any person or entity which receives a benefit from an organisation in pursuance of the organisation's objects.

Child or Children means a child under the age of 18.

Company means an entity incorporated under the Companies Act 1993 and established for the purpose of profit.

Complaint means a notice in writing sent by any person to FINZ, by way of a completed FINZ Complaints Form, concerning an alleged breach by a FINZ member of any part of the FINZ Codes and Standards of Fundraising Practice.

Director means a person who is appointed or elected to the position of a director of an organisation or a company.

Donation means a voluntary contribution by a donor of money, property, goods or services to an organisation for the purpose of furthering that organisation's objects. It does not include a sponsorship or community business partnership.

Donor means an individual or other entity that makes a contribution of value to an organisation to further the organisation's objects. A donor includes prospective donors and an individual or entity that has previously made a donation. A donor does not include an individual or entity that engages with an organisation for the purpose of trade.

Ethics Committee means a committee established by the FINZ Board pursuant to the constitution for the purposes of making determinations on complaints.

FINZ means Fundraising Institute New Zealand.

FINZ member means a person who is registered as a FINZ member.

Fund means a gift or trust fund: a) to which donations of money or property are made for the principal purpose of a trust; and b) to which any money received by the trust because of those donations is to be credited. For the avoidance of doubt, this definition includes but is not limited to prescribed private fund and public fund.

Fundraiser means a person, company or organisation, who carries out activities, whether for remuneration or as a volunteer, for the purpose of raising donations for the objects of an organisation.

Fundraising Activity means an activity carried out by a person, company or organisation, whether for remuneration or as a volunteer, for the purpose of raising funds for the object of an organisation.

Objects means the objective, purpose or cause, however so defined in an organisation's constituent documents.

Organisation means an entity incorporated under either the Incorporated Societies Act 1908 or the Charitable Trusts Act 1957 and established for a purpose other than profit.

Professional Misconduct means conduct by a FINZ member that is a violation of the Codes and Standards of Fundraising Practice that has serious adverse consequences to a complainant or was committed intentionally by the fundraiser or both.

Promotional Material means any material in connection with a donation, fundraising activity or an organisation whether in printed, electronic or verbal form made available by a fundraiser or organisation to any person.

School means a private or public educational institution for children up to Year 13 level.

School Fundraising Activity means an activity carried out by a person, company or organisation, whether for remuneration or as a volunteer, for the purpose of raising funds for the objects of a school, an organisation or a fund.

Sponsor means a third party who sponsors a fundraising activity for an agreed outcome.

Supplier means a third party supplying goods or services for payment to a fundraiser and/or organisation.

Tax means all taxes payable in connection with a fundraising activity, including without limitation income tax, pay as you earn (PAYE) and goods and services tax (GST).

Trade Mark means a word or group of words, logo, image, colour, scent or shape (whether registered or unregistered) used by an organisation to identify the organisation.

Unsatisfactory Conduct means conduct by a FINZ member that is neglectful of the Codes and Standards of Fundraising Practice or that has minor adverse consequences to a complainant or both.

Volunteer means a person who performs a service for an organisation without requiring compensation for performing the service.

Appendix 1 Model Risk Management Assessment Plan

A risk management assessment plan should:

1. identify risks at a school fundraising activity, including financial and liability;
2. assess level of risks of a school fundraising activity;
3. control identified risks;
4. review risk assessments.

School fundraising activity risks may include but are not limited to:

- Physical risks such as damage to property or persons;
- Financial risks;
- Compliance risks such as compliance with occupational health and safety, licensing and child protection.

Risk management assessment must be a written plan. Using a risk assessment matrix such as the matrix below will assist in identifying the risks and the likelihood of their occurring.

SAMPLE RISK ASSESSMENT MANAGEMENT PLAN

Identify risk	How likely is the risk? Scale 1 – 4 1 = Very unlikely, 2 = unlikely, 3 = likely, 4 = very likely			
	Very likely	Likely	Unlikely	Very unlikely
Kill or cause permanent disability or ill health	1	1	2	3
Long term illness or serious injury	1	2	3	4
Medical attention required and personal leave for recovery	2	3	4	3
First aid needed	3	4	1	3

Risk management assessment must consider organisational and local government regulations on matters of public health and safety such as:

- public liability
- traffic management
- noise management
- food safety
- waste management
- contractor/volunteer management
- accident investigation
- evacuation procedures
- construction of temporary structures
- public School Fundraising Activity management
- patron safety
- weather protection
- cancellation in the event of adverse weather

Fundraisers and/or organisations must inform and where required obtain permission from relevant authorities, for example:

- council
- police
- ambulance
- traffic authorities

- licensing authorities

Fundraisers must comply with relevant legislation including the Fair Trading Act 1986 and the Privacy Act 1993.

Appendix 2 Health and Safety Risk Assessment Checklist

How will you dispose of rubbish both during and after the event?

Do you need access to clean running water for drinking or food safety requirements?

Will people with disabilities be able to access the venue and participate in the event safely?

Are there pools, puddles or waterways nearby which should be considered?

Are there paths or boundaries that need to be marked out in order for people to participate safely?

Are there potential hazards that need to be highlighted with signs?

What happens if the toilets get blocked?

Will emergency vehicles be able to access all areas of the event, if required?

How will you deal with first aid emergencies?

What will happen in the event of a fire or earthquake? How will this be communicated to participants?

Is there a potential need for crowd control and how will this be achieved?

Do organisers and participants' need high visibility clothing in order to participate safely?

Do organisers need to be able to communicate with each other during the event and how will they do this from a distance?

Will there be children unattended and how will you reach their parents in an emergency?

What is the worst case scenario and how will you deal with it?

Checklist supplied by Kerri Tilby of Exult.