



Standard of Street Appeal Fundraising Practice

The Standard of Street Appeal Fundraising Practice provides practical guidelines to FINZ members on best practice for conducting street appeals throughout New Zealand.

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

If there is a conflict between the provisions of this standard and legislation, the legislation prevails.

Two appendices are included for the assistance of FINZ members. Appendix 1 sets out a model procedure for staging a street appeal. Appendix 2 sets out a model risk management assessment plan. Note that information in the appendices is included for the guidance of FINZ members and is not intended to be a substitute for FINZ members' own inquiries.

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.

Authorised by the FINZ National Council
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2 Establishing a street appeal programme

2.1 Street Appeal feasibility check

2.1.1 Each street appeal should be assessed for its own levels of efficiency and profitability according to the written plan set before the street appeal, with goals set for its production that work towards:

- identifying areas of improvement;
- control of expenses;
- an increase in the number of participants or volunteers.

2.1.2 The street appeal procedure should include the following criteria:

- Objectives, including financial targets;
- Planning;
- Organisation;
- Administration;
- Evaluation

2.1.3 Appendix 1 sets out a guideline for a model street appeal procedure for the guidance of fundraisers and organisations.

2.2 Objectives planning

2.2.1 FINZ recognises that each fundraiser and organisation may have its own specific objectives in relation to a street appeal. To assist its members, FINZ has identified a number of objectives for operating a successful street appeal. These are to:

- (i) raise money;
- (ii) nurture or cultivate supporters;
- (iii) attract new donors and supporters;
- (iv) expand the organisation's network;
- (v) solicit endorsements;
- (vi) market the organisation and raise awareness;
- (vii) disseminate information;
- (viii) thank supporters;
- (ix) launch an organisation or a project or programme of an organisation;
- (x) provide branding opportunities for partners or sponsors.

2.2.2 A fundraiser must

- (i) set objectives in accordance with section 2.2.1 for each street appeal;
- (ii) have written documentation of the objectives.

2.3 Planning a street appeal

2.3.1 A fundraiser must at all stages in planning a street appeal comply with FINZ's Principles of Fundraising Practice and this FINZ Standard.

2.3.2 Comply with local body requirements.

2.3.3 The targeted donors should be determined in advance to the planning of the street appeal.

2.3.4 The locations required for the street appeal need to be organised in advance.

2.3.5 The number of collectors needs to be rostered in advance.

2.3.6 The material for the collections needs to be sorted, numbered and delivered in advance.

2.3.7 Develop security, cash handling and banking procedures.

2.3.8 To facilitate compliance with section 2.1 by a fundraiser, a fundraiser should comply with the key steps to implement a successful street appeal which are:

before a street appeal,

- (i) establish a street appeal profile, including the objectives, the rationale and the expected results;
- (ii) prepare a budget;
- (iii) analyse risks and prioritise risks by developing a risk management assessment plan. A model risk management assessment plan is set out in Appendix 1 as a guideline for fundraisers. However, fundraisers should

develop their own risk management assessment plan tailored for their particular street appeal;

- (iv) seek and approve written quotes suppliers supplying goods or services in connection with the street appeal;
- (v) seek and comply with all licensing and permit requirements in the region where the street appeal is held, this will include local bodies and malls and supermarkets;
- (vi) ensure your street appeal has been included on the FINZ Street Appeal calendar;
- (vii) create promotional materials which provide a fair representation of the street appeal. The promotional materials must comply with the Fair Trading Act 1986, in particular that statements must not deceive or mislead (or be likely to deceive or mislead) any person;

after an event,

- (vii) write a report for the organisation about the street appeal evaluating the outcomes set for the street appeal.

2.3.9 A fundraiser should support a street appeal only when they can demonstrate the street appeal complies with the goals determined by the organisation in accordance with section 2.2.

2.4 Logos and trade marks

2.4 If the street appeal or organisation has a trade mark, associated with or used in connection with it, the fundraiser must ensure that the organisation 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.

2.5 Promotional materials

- 2.5.1 A fundraiser must ensure that any promotional material used to promote a street appeal within reason:
- (i) is factually accurate, truthful and not likely to deceive or mislead any person;
 - (ii) identifies the organisation;
 - (iii) identifies a bona fide collector;
 - (iv) identifies the objective of the street appeal;
 - (v) complies with the relevant consumer law legislation in particular the Fair Trading Act 1986, (in particular those sections relating to misleading and deceptive conduct and false and misleading representations);
 - (vi) is approved by the organisation before work commences on promoting the street appeal.
- 2.5.2 Where a fundraiser discloses a cost of fundraising in promotional materials, that cost must be factually accurate.
- 2.5.3 The fundraiser must provide all collectors with information on how the funds raised will be used including where to direct enquiries on what part of the funds may be spent on the costs of the appeal.
- 2.5.4 Despite anything else in this section promotional materials may be part of a positive campaign by a fundraiser to build public awareness, understanding and support for the objects of an organisation.
- 2.5.5 The cost of publicity must be included in the street appeal budget as an expense.

2.6 Budget

- 2.6.1 A fundraiser must prepare a budget before the commencement of a street appeal.
- 2.6.2 A fundraiser must ensure that all expenses incurred in the budget are lawful and comply with FINZ's Code of Ethics and Professional Conduct.
- 2.6.3 A fundraiser or their organisation must comply with:
- (i) recognised accounting standards of practice;

- (ii) reporting, record keeping and payment requirements of the New Zealand Inland Revenue Department (IRD) and Charities Commission where appropriate.
 - (iii) reporting and record keeping requirements of relevant local government legislation, where appropriate;
 - (iv) FINZ's Code of Ethics and Professional Conduct.
- 2.6.4 A fundraiser should at all times make sure that they and/or the organisation have a donor recognition policy specifying the recognition donors receive for their donations.

2.7. Management of cash collection at the street appeal

- 2.7.1 When planning a street appeal, a fundraiser should plan maximum security for the collection, counting and banking of the money collected.
- 2.7.2 A fundraiser should pre-designate collectors to collect cash at the street appeal.
- 2.7.3 All cash received by a fundraiser should be collected, counted and recorded by two people where ever possible.
- 2.7.4 Income summaries should be made at the point of counting for reconciliation with banking details at a later date.
- 2.7.5 Records must be made of donations for specific purposes to ensure donors' wishes are met.

2.8 Financial return from a street appeal

- 2.8 The proceeds of the street appeal must be managed in accordance with the organisations financial practices.

3. Relations with stakeholders

3.1 Donations in kind

- 3.1.1 If a fundraiser is planning a street appeal, a fundraiser should identify items to the organisation's donors and supporters that could be donated rather than purchased – such as bibs, buckets, advertising, third party insurance, transport, tables & chairs and thank you gifts for volunteers and street donors.
- 3.1.2 A fundraiser must comply with FINZ's Fundraiser's Relationship with Donors.

3.2 Sponsors

- 3.2.1 If a sponsor requires that a street appeal is promoted by using the sponsor's trade mark, a fundraiser must ensure that the sponsor has given permission for the use of the trade mark and comply with the sponsor's requirements for its appropriate use in the street appeal or the promotional materials.
- 3.2.2 A fundraiser must enter into agreements only with sponsors that acknowledge FINZ's Principles and Standards of Fundraising Practice.

3.3 Suppliers

- 3.3.1 If the event requires the entering into a relationship with a supplier or the hiring of a supplier on behalf of the organisation, a fundraiser should take all reasonable steps to ensure that:
- (i) the terms and conditions of a written agreement between the organisation and the supplier are fair and are congruent with the objects of the street appeal;
 - (ii) the fees and expenses incurred are reasonable;
 - (iii) the organisation exercises proper controls and supervision over the supplier;
 - (iv) the organisation ensures all monies are being accounted for in a proper manner.

3.4 When a volunteer group undertakes both the running and funding of a street appeal

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

3.4.2 A fundraiser must:

- (i) obtain written permission from the organisation to operate the street appeal and use the organisation's trade marks in the proposed street appeal;
- (ii) identify whether the volunteers or the organisation accept the financial risk of the proposed street appeal and obtain the agreement in writing;
- (iii) ascertain in writing how much direct involvement the organisation will have in organising and implementing the proposed street appeal;
- (iv) ask the organisation to brief all volunteers about the organisation's policy of acceptable and unacceptable methods or sources of fundraising in the organisation's name.

3.4.3 Volunteers must comply with relevant New Zealand legislation and local government regulations.

3.5 Identification of collectors

3.5 Volunteer collectors and paid collectors collecting donations on behalf of an organisation must display appropriate identification at all times during a street appeal. This may also be required by local government regulations.

3.6 Working with Children

3.6.1 If children are involved in volunteering to collect at a street appeal, a fundraiser must at all times comply with all New Zealand legislation and local government regulations.

3.6.2 Where the participation of children in a street appeal is undertaken, a fundraiser must ensure that the following practices are implemented by the organisation:

- (i) Children under 12 years must be directly supervised by an adult at all times during the street appeal:
- (ii) 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:
 - a) the child's full name, residential address and phone number;
 - b) the child's date of birth;
 - c) description of the nature of the employment;
 - d) details of any consent provided by the child's parents or guardian (any written record to be retained);
 - e) name, address and telephone number of the person immediately responsible for the child during the appeal;
 - f) records must also comply with any additional requirements under any relevant industrial award.

3.6.3 The organisation conducting the street appeal should prepare a list of written instructions both for the children participating in the street appeal and for their supervisors.

3.6.4 If participating in a fundraising activity, children should meet the standard requirements for identification including wearing an identification badge and/or bib if required by the organisation or local authority.

4. Compliance and management of complaints

4.1 FINZ members must comply with FINZ's Codes and Standards of Fundraising Practice and relevant New Zealand laws.

4.2 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 Council pursuant to the constitution for the purposes of making determinations on complaints.
Event	means any fundraising activity in which a function is held to raise donations for the objects of an organisation.
FINZ	means Fundraising Institute of New Zealand
FINZ member	means a person who is registered as a FINZ member.
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 an 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.
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 Procedure for staging a Street Appeal	
Objectives	
<ol style="list-style-type: none"> 1. To raise money; 2. To update the mission statement to educate the organisation’s constituency; 3. To nurture or cultivate supporters; 4. To attract new donors and supporters; 5. To expand the organisation’s network; 6. To solicit endorsements; 7. To market the organisation and raise awareness; 8. To disseminate information; 9. To thank supporters; 10. To give awards; 11. To launch an organisation or a project or program of an organisation. 	
Planning	
<ol style="list-style-type: none"> 1. Develop a specific marketing plan for the street appeal; 2. Draft a master street appeal timetable; 3. Identify the amount of funds the organisation wants to raise, how and from whom? 4. Prepare a street appeal budget; 5. Write a tactical plan for use of volunteers; 6. Specify responsibilities for street appeal leadership; 7. Write a strategic plan for the street appeal, including a risk management assessment plan and desired sponsorship criteria for the street appeal. 	
Organisation	
<ol style="list-style-type: none"> 1. Define and organise the street appeal; 2. Recruit street appeal collectors and organisers; 3. Identify collectors, for example: <ul style="list-style-type: none"> Current donors; Past donors; Prospective donors; Honorary members; Past honorees; and/or Political and prominent community leaders. 	
Administration	
<ol style="list-style-type: none"> 1. Organisation timeline for street appeal; 2. Administration systems – use appropriate systems for accounting, bookings, ticketing and receipts; 3. Contracts – all agreements in writing between the organisation and the fundraiser; and between the fundraiser and/or the organisation and suppliers; 4. Insurance – public liability; workers compensation; consider whether professional indemnity insurance needed; wet weather insurance; 5. Theme – identify theme for promotion of the street appeal; 6. Promotion material – organise design and printing; 	
Evaluation	
<ol style="list-style-type: none"> 1. Evaluate outcomes set for the street appeal; 2. Report in writing to the organisation about the street appeal with an evaluation of the street appeal. 	

Appendix 2 Model Risk Management Assessment Plan

A risk management assessment plan should:

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

Street appeal risks may include but are not limited to:

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

A risk management assessment must be a written plan. Using a risk assessment matrix such as the matrix below will assist.

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			
EXAMPLES OF RISK	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	1
First aid needed	3	4	3	3

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

- traffic management
- noise management
- waste management
- construction of temporary structures
- public event management
- contractor/volunteer management
- accident investigation
- evacuation procedures
- patron safety

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

- council
- police
- ambulance
- traffic authorities
- licensing authorities
- owners of any private property being used to collect

Fundraisers must comply with relevant New Zealand legislation including, but not limited to, the Accident Compensation Act 2001 and the Health and Safety in Employment Act 1992.