

Capricorn Citizen Advocacy

ETHICAL FUNDRAISING POLICY

Policy number:	1.3.4	Approved by Management Committee:	27 th March 2024
Version:	4.0	Signed off by Executive:	27 th March 2024
Responsible person:	Coordinator	Scheduled Review Date:	27 th March 2027

Purpose

This policy guides Capricorn Citizen Advocacy (CCA) in its fund raising activities. Our program will always observe any legal requirements relating to fundraising by not-for-profit organisations which have deductible gift recipient status.

Policy

1. Guiding Principles in Fundraising

CCA believes that as an organisation supporting people with disabilities, it should:

1. Be accountable for its actions, provide public information on funds raised and how they have been distributed including provision of an Annual Report which shows funds raised by the organisation.
2. Always use positive depictions of people with a disability in fundraising or community awareness activities.
3. Not address the needs of one group of people with disabilities only in fundraising activities, to the detriment of others, or by demeaning any other marginalised groups in society.
4. Not convey a message that giving to a particular organisation or campaign is the only, or best way to help people with a disability.
5. Not exaggerate or make false or misleading statements during its fundraising or community awareness activities.
6. Only portray people with disabilities in publicity if the money being raised is going towards the Citizen Advocacy activities of the organisation.
7. Recognise that it is only acting as an agent of the community in fundraising, and that it is acting in partnership with the people it serves.
8. Not base any appeal on charity models by using "tear-jerk" means of fundraising, by using "pressure", "fear", "pity", "personal absolution", or "thanks that contributors are not disabled".
9. Be mindful of the demeaning and devaluing potential of negative images, language and emotive terminology.
10. Consult with Proteges, Advocates and other allies from time to time about the way it does its fundraising.

11. Undertake fundraising activities which work towards enhancing community perceptions of people with disabilities and their opportunities for valued roles and relationships.

2. Community Awareness Activities

CCA's fundraising and community awareness activities will:

1. Not include any competitions (eg. of "beauty" or "good citizenship") that establish standards of excellence which highlight the difference between non-disabled people and people with a disability;
2. Work towards enhancing community perceptions of people with a disability by emphasising their personal and positive achievements and/or successes. This could also include individuals achieving their personal best as against competing "with the rest of the world";
3. Not arouse fear or pity toward people with disabilities; and
4. Not require staff to be engaged in fundraising activities unless of their own free will.

3. Respecting the Rights of People with Disabilities When Fundraising

CCA pledges that people with disabilities will:

1. Not be pressured in any way to participate in fundraising activities
2. Have the right to privacy and should only participate with their informed consent
3. Should not have their fundamental rights compromised in any fundraising or community awareness activities. Such rights include:
 - The right of community understanding and acceptance of their individual situation
 - The right to be recognised and valued as equal members of the community
 - The right to the same dignity, respect and opportunity as all other members of society
 - The right to have their contributions to society recognised and valued

4. Issues of Image:

Capricorn Citizen Advocacy will only use images that present typical people served by the Program. Images of people with a disability who have made special or atypical achievements will only be used in a relevant and positive context.

Capricorn Citizen Advocacy recognises that the challenges of successful fundraising often involve innovative, risqué or gimmicky responses. CCA will not be seduced into participating in any fundraising activity that may give the impression that people with disabilities have limited moral values.

5. Unacceptable Images of People with Disabilities

People with disabilities will not be portrayed in ways that demean or devalue them e.g:

1. As pitiful or unfortunate
2. As dependent and passive
3. As helpless or hopeless
4. As asexual
5. As childlike or
6. Any other negative manner

6. Promoting Positive Images of People with Disabilities

People with disabilities will be portrayed:

1. As equal members of the community
2. In age-appropriate situations
3. As people with dignity and value
4. As individuals, and not in groups of people with disabilities only

Related Documents

Not Applicable

References

Disability Advisory Council of Australia; "Ethics of Fundraising - Statement of Principles" 1990

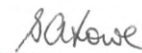
Ratification

This policy was adopted by Capricorn Citizen Advocacy's Management Committee at its meeting held on 27 / 03 / 2024.



SIGNED:
President

27 / 03 / 2024
(Date)



SIGNED:
Secretary

27 / 03 / 2024
(Date)