

## **CISV INTERNATIONAL FUNDRAISING POLICY**

### **1. Introduction**

Crucial to the continuing development of CISV locally, nationally and internationally is our ability to fundraise successfully and approach fundraising in a coordinated way.

The term "fundraising" used within the framework of this policy refers to all funding or funding requests. This includes philanthropic gifts or sponsorship funding from corporations, private donors, trusts and foundations.

### **2. Purpose**

The purpose of this policy is to maintain and strengthen CISV fundraising activities locally, regionally, nationally and internationally in support of CISV's educational purpose. This will be achieved through ensuring that:

- All CISV fundraising is consistent and of a consistent standard
- Duplication of approaches and submissions is eliminated
- Donors and sponsors are properly recorded and acknowledged
- A high degree of coordination and discipline exists between NAs/Chapters and the International Office, and CISV looks and acts like one united organization
- All campaigns and appeals receive support and endorsement at the appropriate level

### **3. Responsibilities**

#### **CISV International Fundraising**

The Development Officer at the International Office is responsible for producing draft 3 year fundraising plans for the organization and associated policies, guides, training materials and procedures. These are developed in consultation with the External Relations Committee Fundraising Team, then approved by the IEC and EEC and provide a framework for fundraising at a local and national level. The Development Officer, along with the External Relations Committee Fundraising Team, is responsible for providing best practice advice, training and assistance on all fundraising matters to NAs/Chapters.

The Development Officer is further responsible for researching and making applications and assisting with approaches for funding and sponsorship at the international level; recording, monitoring and reporting on grants and donations awarded to the International Office.

#### **CISV NA/Chapter Fundraising**

Each NA/Chapter Board shall have a named person (who may lead a small committee of people) responsible for fundraising. Those responsible for fundraising shall follow the CISV Guide to Fundraising and the CISV Brand Guidelines. Each NA shall develop an annual fundraising plan. NAs will be encouraged to share this plan with CISV International. This will allow the Development Officer to track and evaluate fundraising activity across CISV.

Similarly, it is recommended that NAs encourage Chapters to submit an annual fundraising plan to their NA (in countries where there is more than one Chapter).

CISV NAs/Chapters shall work in partnership with the Development Officer to take full advantage of international fundraising opportunities. This shall include providing reports on activities funded through grant income.

It is the responsibility of each NA/Chapter to have their own policies and procedures for fundraising to ensure that:

- Donor and prospective donor records are kept up to date
- Donors are appropriately acknowledged and thanked
- Gifts are properly recorded and processed in accordance with CISV financial procedures

Where an NA/Chapter is considering contacting any organization or foundation that operates in other areas or countries they shall consult with neighbouring Chapters or NAs to avoid duplication of applications and approaches. Where a number of NAs are considering putting together an application for grants awarded at a regional or international level, they should inform the Development Officer.

#### **CISV Committee Fundraising**

As with NAs/Chapters, all CISV Committees that wish to engage in fundraising shall submit a fundraising plan to the International Office and shall inform the Development Officer of any prospective applications for regional or international grants.

#### **4. Peace Fund Applications**

All applications to the Peace Fund from CISV International shall be forwarded to the Development Officer in the first instance. The Development Officer will provide assistance with the application where necessary and ensure that the application reaches the Peace Fund Trustees.

#### **5. Ethical fundraising**

##### **Donors**

Donors are entitled to know how CISV spends the money they give. An annual statement of accounts will be published (at Chapter, National and International levels) and, in addition, all reasonable requests for information on expenditure will be welcomed and details supplied. Where it is a condition of a grant or donation, reporting requirements will be met in full.

Donors are normally entitled to confidentiality, if they request it, on the level of their gifts. Donors are also entitled to anonymity, if they ask for it, although not where its purpose is to conceal a vested interest. Wholly anonymous donations will be accepted provided there is no reason to suggest that to do so would expose CISV to bad publicity.

## **In asking**

Fundraising appeals and applications will always give actual and never fictional examples of CISV's work.

Appeals and applications will only quote volunteers and partner organizations verbatim with their prior agreement.

The need for CISV's local or community based work is often best explained through describing difficult circumstances the project is hoping to help relieve. It is important that such explanations are balanced and fund raising material will seek to ensure that the commitment of local partners to resolving their own problems is properly represented.

## **Use of donations**

Where a donation is 'restricted' or given for an expressed purpose, it will only be used for that purpose unless written permission is given by the donor. Such donations will be shown as 'restricted' in accounts.

## **When to accept**

Decisions on whether to accept a donation from a potentially contentious donor will be made at local, National or International Board level. The position of CISV towards a potentially contentious donor is determined by whether our charitable objects and reputation would be affected by association with the donor.

Normally, a donation may be refused on the following grounds:

- The money is associated with criminal sources
- The donor's objects are entirely opposed to those of CISV
- Receipt of the donation would lead to decline in support for CISV.

The matter of judgment does arise in those circumstances where an association with a donor can be shown, as a consequence of their public reputation, to weaken CISV. This may be by alienating other donors, partner organizations, supporters, volunteers or potential volunteers. If, on balance, acceptance of the donation weakens CISV more than the money would strengthen it, then the funds should be declined.

*This policy should be read in conjunction with the CISV Guide to Fundraising, CISV Financial Procedures, CISV Policy on Public Relations and Guide to Public Relations.*