

One in Four Fundraising Policy

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Introduction

It is critical that charities carry out all fundraising activities in an open, transparent, honest, respectful and accountable manner. Fundraising should always be underpinned by an appropriate legal framework and recognised standards. Fundraising activities which do not operate in such a manner risk damaging the reputation of the charity and of the sector more generally.

One in Four's approach to fundraising meets legal requirements and is guided by recognised industry best practice. The purpose of this document is to outline this approach and ensure that any fundraising activity undertaken by One in Four shows respect for beneficiaries, donors, and the public.

One in Four receives statutory grants from the HSE, CUAN, Tusla, and the Department of Education. We also earn income from psychotherapy, training services and fundraising activities. There are four fundraising streams:

1. **Trusts and Foundations Fundraising.** This includes applying for grants from independent grant-making entities, such as trusts and foundations (e.g. Community Foundation Ireland), for overall operational support, or for a specific project or expense. Trusts and Foundations fundraising is restricted to purposes set forth in the grant agreement.
2. **Community Fundraising.** This includes One in Four-hosted events, either physical or virtual, where participants raise money for the organisation. This income is unrestricted.
3. **Individual / Direct Marketing Fundraising.** This includes sending appeal letters out to donors, regular giving, once-off donations, and donations raised from an event that is hosted by an individual donor rather than One in Four directly. Direct donor fundraising occurs through website donations, Facebook donations, direct debits or from cash or cheques posted or dropped off to the One in Four office in person. This income is unrestricted.
4. **Corporate Fundraising.** This includes establishing relationships with companies whereby the company directly makes a contribution to One in Four through a donation, benefit in kind, or matched funding raised by employees. This income can be either restricted or unrestricted depending on the arrangement of the agreement with the company.

Fundraising Governance

Charity Directors [Trustees] have overall responsibility for ensuring compliance of all aspects of good governance within the organisation, including with regards to fundraising. Directors should ensure that all key people within the organisation who are involved in fundraising adhere to policy and implement good practice as set forth here within. These include senior management, staff, company directors, volunteers and any professional fundraisers.

At One in Four, the responsibility of the day-to-day management of fundraising is delegated to the Strategic Engagement Director. The responsibilities of this position are clearly documented in the employee contract and job specification. Clear reporting procedures are in place in order for all important matters to be presented to the Board of Directors.

Fundraising strategy, budgets, and operations are reviewed and audited regularly by management and the Board of Directors.

Charities Regulator Guidelines for Fundraising from the Public¹

Pursuant to section 14(1) of the Charities Act 2009, the Charities Regulator had issued a set of guidelines to encourage good practice among charities with regards to fundraising, specifically from the public. These Guidelines apply to all types of fundraising from the public for the benefit of charities and their beneficiaries. It applies whether or not:

- Fundraising from the public is a small or major part of the charity's approach to raising money, or;
- Fundraising is carried out by the charity, by a subsidiary trading company on behalf of the charity, by another person or organisation on the charity's behalf or by a person or organisation who uses the charity's name in advertising.

Guiding Principles of Fundraising

Respect

- All fundraising will respect the rights and dignity of donors, beneficiaries and the public.
- Fundraising activities will not be unreasonably persistent, intrusive or place undue pressure on people to donate. Should someone not wish to donate, or wish to cease making a donation, that decision will be respected.
- Beneficiaries will not be presented in a disrespectful way in promotional activities and, where possible and appropriate, clients and beneficiaries will have an input into the promotional strategies of the charity.

Honesty and Integrity

- Fundraising will occur in an honest and truthful manner.
- Fundraisers will act with integrity and not misrepresent the charity, its need for funds or how they will be applied.
- Questions about fundraising activities and fundraising costs will be answered honestly and in a timely manner.

¹ This section was adapted from the [Charities Regulator's Guidelines for Fundraising from the Public](#).

- Information about the charity's charitable purpose and activities will be made freely available.
- Charitable donations and gifts will be used for the purposes for which they were donated.

Transparency and Accountability

- The charity will take responsibility for its actions and will be capable of explaining, clarifying and justifying those actions.
- The charity's trustees and management will explain and account to donors and the public for the charity's actions.
- The charity will operate in an open, frank and honest way and will ensure that transactions, operations, information and communications are easily understood by donors and the public alike.
- The charity will clearly identify to donors and the public the cause for which the fundraising is occurring and how donations will and are being used.
- The charity will provide ways whereby those interested can easily contact the charity.
- The charity will have a procedure in place to address complaints.

Donors and Donations

With respect to donors, One in Four ensures that appropriate policies, procedures and safeguards are in place. Donors must be treated fairly, and One in Four will take reasonable steps to ensure that donors are enabled to make informed decisions about any donations. This includes taking into account the needs of any potential donor who may be vulnerable or who, due to his or her circumstances, may require additional care and support to make an informed decision.

It is imperative that the organisation does not exploit, or appear to exploit, the credulity, lack of knowledge, apparent need for care and support or vulnerable circumstances of any donor at any point in time. If there are reasonable grounds for believing that an individual lacks capacity to make an informed decision to donate, a donation should not be taken. A donation given by someone who lacked capacity at the time of donating should be returned.

Soliciting and Receiving of Donations

With respect to the solicitation or receipt of donations, it is the responsibility of One in Four to ensure that:

- Fundraisers are aware of and can generally communicate One in Four's charitable purpose, its aims and objectives and be able to inform donors of where they can find supplementary information, and accurately describe the purpose of any fundraising;
- Fundraisers should disclose if they are employees of One in Four, or acting as a third party (either contracted or voluntary);

- Fundraisers carry clearly visible identification, which includes the name of the individual who is fundraising, the charity's name, logo, contact details and RCN, CHY and CRN numbers;
- Where all of the proceeds of an event are not going to the cause/charity this should be made clear to donors;
- Fundraisers provide clear and adequate written or verbal information to donors and the public regarding the nature and type of follow up contact that they can expect from the charity, such as telephone calls, texts and the frequency of planned communications in compliance with GDPR;
- Fundraising activities should not be carried out in a manner which constitutes an unreasonable intrusion on a person's privacy, is unreasonably persistent or places a person under undue pressure to donate;
- Any information obtained in confidence as part of the fundraising process must not be disclosed without express, informed prior consent of the donor;
- Procedures are implemented and safeguards are in place to ensure that, to the fullest extent possible, particular caution is exercised when soliciting from people who may be considered vulnerable;
- All public collections have a Garda permit, or where no permit is required, permission from the relevant local or other authority;
- Donations received are used to further One in Four's charitable purpose;
- Where donations are made for a specific purpose, the donor's request is honoured.

Third Party Fundraisers

Any donations sought or received indirectly, which include donations from individual donors who collect donations from others on behalf of One in Four, are solicited and received in full conformity with the law and One in Four's own fundraising policies and procedures.

Donors have a right to expect that their gift is being used primarily for the charitable purpose. A charity must not enter into any agreement which is intended to deliver more private benefit to third party fundraisers than it does to the charity.

Where events are organised on behalf of One in Four but are not known to the organisation until after the fact, One in Four should work with the fundraiser concerned to ensure that the fundraiser is aware of the standards expected so that s/he can ensure any future events held meet those standards.

Volunteer Fundraisers

On occasion, volunteer roles may arise at One in Four, generally within the Fundraising department or at a fundraising event. One in Four has a Volunteer Policy and Code of Conduct which applies to all fundraising volunteers and includes how

they are recruited, contracted and managed. Please refer to One in Four's Volunteer Policy and Code of Conduct for more detail.

Data Protection in Relation to Fundraising

One in Four is fully compliant with GDPR, including with respect to fundraising activities. In this regard, all personal data must be collected fairly and lawfully and information which can be identified or attributed to one or more individuals must be treated as confidential.

This includes activities relating to direct and interactive marketing, including direct mail, email, telemarketing, digital and social media marketing, SMS text etc. One in Four must respect donors' stated preferences regarding contact by the charity and should make it easy to communicate these preferences.

Where a third party conducts fundraising activities on behalf of One in Four, donors have a right to reasonably assume that any data they provide is held only by One in Four and not by the third party.

One in Four implements a comprehensive retention policy for all records containing the personal data of donors and all marketing preferences are accurately recorded and respected. Please refer to One in Four's Data Protection Policy for more detail.

Financial Accountability and Transparency in Relation to Fundraising

One in Four has strict financial and accounting internal controls in place to manage and account for its finances including income, expenditure, banking, assets, investments and monitoring arrangements. Our policies regarding approving expenditure, delegated financial authorities and financial controls are documented in our Internal Controls and Processing Manual, which is reviewed and approved by the Audit & Finance Committee of the Board on a regular basis. Financial accountability and transparency in relation to fundraising fall within the purview of overall financial management of the organisation.

One in Four implements the following measures:

- An external audit is conducted at the end of each financial year. Audited financial statements and Annual Report are published on One in Four's website;
- One in Four reports annually to the Charities Regulator and Companies Registration Office;
- Internal financial control procedures are in place to ensure that funds are used effectively and to minimise the risk of funds being misused;
- A full financial account of each fundraising event is accurately recorded and reported to One in Four's Head of Business Services;

- All financial accounts are reported to grant-making donors (trusts/foundations) according to the terms of the grant agreement;
- Cash donations and cheques are counted and recorded by a minimum of two individuals, wherever possible, in a secure environment and should be banked as soon as is practicable; Cash and cheques not banked immediately should be placed in a secure location and unsecured cash or cheques should never be left unattended;
- At the earliest possible date, cash banked and income summaries should be reconciled. Where practical, this should be undertaken by a person independent of the counting and cashing up of the money;
- Records must be made of donations for specific purposes (to certain appeals or projects) to ensure that the terms of donations are complied with. The fundraising team maintains a Donations Record for each fiscal year, updated daily, that captures all unrestricted funding and is reconciled with accounts.
- Donations are acknowledged in writing to the donor and recorded in the Donations Record.
- One in Four will report any theft or fraud and any suspicions to An Garda Síochána.

Complaints Policy for Fundraising Matters

One in Four has clear, transparent procedures in place to enable interested parties including donors, potential donors and the public to notify the organisation of their complaints, questions or comments related to fundraising. These procedures include systems to ensure that all complaints are responded to and addressed promptly, within a specified time frame.

One in Four is committed to ensuring that all our communications and dealings with the general public and our supporters are of the highest possible standard. We listen and respond to the views of the general public and our supporters so that we can continue to improve.

One in Four welcomes both positive and negative feedback. Therefore we aim to ensure that:

- It is as easy as possible to make a complaint;
- We treat any clear expression of dissatisfaction with our operations as a complaint, which calls for a response;
- We treat it seriously whether it is made by telephone, letter, email or in person;
- We deal with it quickly and politely;
- We respond accordingly - for example, with an explanation, or an apology where we have got things wrong, and information on any action taken etc;
- We learn from complaints, use them to improve, and monitor them at our Board.

In the first instance, your complaint (in regards to a fundraising matter) will be dealt with by One in Four's Director of Strategic Engagement. Please give us as much information as possible and let us know how you would like us to respond to you, providing relevant contact details. You can contact us by telephone at 01 6624070, by email at feedback@oneinfour.ie (confidential email address relating solely to complaints) or by post at One in Four, 35-36 Arran Quay, Dublin D07 E221.

Additionally, if you have a complaint about any aspect of our work, please refer to One in Four's Complaints Policy on our website.

What if the complaint is not resolved?

Ideally in the first instance you should address your complaint to the organisation as outlined above. You may however at any stage make your complaint to the Charities Regulator who oversees charities compliance with the Guidelines for Charitable Organisations on Fundraising from the Public.

If you wish to contact them regarding a concern, you must complete the [online concerns form](#) on their website at charitiesregulator.ie.

Appendix: One in Four Donor Charterⁱ

As a charity seeking donations from the public, One in Four (Ireland), CLG complies with the Charities Regulator's Guidelines for Charitable Organisations on Fundraising from the Public, pursuant to section 14(1) of the Charities Act 2009. One in Four's commitment to our donors is underpinned by the Guiding Principles of Fundraising:

1. Respect
2. Honesty and Integrity
3. Transparency and Accountability

One in Four commits to ensuring we embody these principles in practice and that our donors and prospective donors can have full confidence that they will:

- Be informed of the organisation's mission, and of the way the organisation intends to use donated resources.
- 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.
- Have access to the organisation's most recent financial statements.
- Be assured your gifts will be used for the purposes for which they were given. Receive appropriate acknowledgement and recognition.
- Be assured that information about your donation is handled with respect and with confidentiality to the extent provided by law.
- Expect that all relationships with individuals representing the charity will be dealt with professionally.
- Be informed whether those seeking donations are volunteers, employees of the organisation, or third party agents fundraising on behalf of One in Four.
- Have easily available the agreed policy and procedures for making and responding to complaints regarding fundraising.
- Have the opportunity for any names to be deleted from mailing lists
- Asked to provide informed consent if the organisation intends to retain their personal data via any third party databases.
- Receive prompt, truthful and forthright answers to questions you might have of the organisation.

ⁱ One in Four Donor Charter was last reviewed and approved to be included as an appendix to the One in Four Fundraising Policy by the Board of Directors on 12 June 2024.