

Ethical Fundraising Policy

Policy No. CANA 013

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Objective:	The purpose of this policy is to document the principles and procedures by which CANA will enter into and accept all fundraising and sponsorship, including commercial arrangements.
Scope:	This Policy covers all Employees and Board Members of CANA

Date created:	31 July 2019	Date last adopted by Board:	13 Feb 2020
Version	1	Last reviewed by Gov. Sub Committee:	Jan 2020
Review period:	1 year	Next review date:	Jan 2021

CANA supports fundraising initiatives and sponsorships that:

- are consistent with the core values and goals of CANA; and
- generate funding to allow for CANA to operate.

The Guidelines apply to all sponsorship and funding arrangements made by CANA including Service Agreements and the CANA Small Grants Program.

FUNDRAISING STANDARDS

CANA will adhere to the following fundraising standards:

- Fundraising activities carried out by CANA will comply with all relevant laws.
- Any communications to the public made in the course of carrying out a fundraising activity shall be truthful and non-deceptive.
- All monies raised via fundraising activities will be for the stated purpose of the appeal and will comply with the organisation's stated mission and purpose.
- All personal information collected by CANA is confidential and is not for sale or to be given away or disclosed to any third party without consent.
- Nobody directly or indirectly employed by or volunteering with CANA shall accept commissions, bonuses or payments for fundraising activities on behalf of the organisation.
- No general solicitations shall be undertaken by telephone or door-to-door. However, this policy does not prevent service agreement partners from fundraising in this way.
- Fundraising activities should not be undertaken if they may be detrimental to the good name or community standing of CANA.

GUIDING PRINCIPLES

Financial contributions will only be accepted from companies, organisations and individuals that the Board considers to be ethical.

When considering whether to accept monies, CANA staff and Board members will apply a negative screen in identifying sectors which are definitely not suitable (the Red list) and those sectors that require further discussion to make a decision (the Yellow list).

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Red List

These are sectors from which CANA will not take funds (and includes individual companies and/or funds and foundations currently operating within these sectors):

- Fossil fuel extraction;
- Tobacco;
- Companies directly involved in logging of high conservation value/old growth forests;
- Companies directly involved in producing or selling armaments;
- Companies directly involved in non-renewable energy (including natural gas)
- Firms with a history of poor labour relations/exploitative workplace practices;
- Political parties; and
- Gambling.

Yellow List

These are sectors where further discussion is required to make a decision on whether or not CANA will accept funds:

- Pharmaceuticals;
- Media;
- The chemical industry;
- Alcohol;
- Banks, financial institutions, superannuation funds, insurance companies (to research and decide on a case by case basis);
- Small-scale, sustainable plantations or private forestry companies;
- Chemical industry

TRANSPARENCY AND INDEPENDENCE

CANA must maintain, and be seen to maintain, independence from excessive commercial influence. To ensure independence, if the planned proportion of income raised in any one year through commercial arrangements is to exceed 25% of CANA's entire annual income, then approval by the Board is required.

Principles underlying sponsorship and commercial arrangements must be transparent.

IMPLEMENTATION OF THIS POLICY

Sponsorship and commercial arrangements

This table outlines who has the authority to approve sponsorship and commercial arrangements.

Sponsorship / Commercial Arrangement	Assessment and Approval
Green list (i.e. not on the Yellow or Red list)	Executive Director has the authority to approve all arrangements
Yellow list	Proposal is reviewed by the Finance and Fundraising Committee and approved by the Board The Finance and Fundraising committee should be

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	notified if a yellow list sponsorship / arrangement is approved by the Executive Director.
Red list	Banned

Sponsorship and commercial arrangements register will be reported to all members of the Board on a regular basis. The Board will be notified of any new or altered arrangements will be updated at ordinary Board meetings.

Sponsorship Agreements and Sponsor Benefits

The acceptance of Sponsorship arrangements must be documented in an agreement, such as the CANA Sponsorship Form attached to these Guidelines as Attachment A, that sets out:

- A. the name, address and business details of the sponsor;
- B. the sponsor's contribution to CANA, in cash and/or in kind;
- C. the ways in which the sponsor's contribution will be acknowledged;
- D. the date(s), times and duration the acknowledgement will appear;
- E. the payment terms;
- F. the proposed allocation and distribution of cash and in kind benefits; and
- G. a statement that CANA reserves the right to refuse to accept a sponsorship proposal and the right to negotiate the arrangements for acknowledgement of a sponsorship and the content of any copy, soundtrack or footage involved.

CANA staff will be responsible for setting up the sponsorship agreement with the sponsor. Completed forms are sent to the Finance & Fundraising committee for approval.

Profile for Donors/Sponsors: the Logos of groups and companies who sponsor or donate to CANA can be placed on a sponsorship/friends and supporters page and/or the home page on the CANA website (+/- a link to their websites). Donors/sponsors may place a link to CANA using the campaign logo, but clearance must be given for any other use of the CANA logo/s and associated campaign logos to protect CANA's integrity.

Sponsorship levels: sponsors may be categorised into different levels based upon funds contributed.

Recognition: CANA may at times develop materials in print or online, such as "CANA appreciates the support of" to use at events or for more general promotion. Recognition of this kind should be outlined in the sponsorship agreement form.

Considerations for Service Agreements

As part of our Service Agreements program, CANA enlists the services of movement partners to undertake project based work in line with our organisational mission. This program involves CANA accepting donations on behalf of our Service Agreement partners. Service Agreement partners are encouraged to apply CANA's ethical fundraising policy to their own fundraising work, to ensure that as much as possible, donations we are accepting as part of the service agreement are ethically sourced.

A clause is included in the Service Agreement contract stating that *'The Provider will ensure that funding received is procured from ethical sources, guidelines for which can be obtained from CANA's Ethical Fundraising Policy.'*

Service Agreement proposals are reviewed by the Governance Committee and approved by the Board.

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USE OF FUNDS

Wherever possible, CANA will seek sponsorship that allows the campaign to use sponsorship funds/donations as the Board sees best fits the needs of the campaign, rather than having funds tied to specific outcomes and timeframes.

It is understood, however, that some sponsors would prefer to provide money for a specific task or outcome with which their name can be identified with (eg publication of a brochure etc). In this case a staff member will negotiate these terms of agreement, which will be outlined in the CANA Sponsorship Agreement.

The acceptance of sponsorship from a particular organisation, business or individual does not represent or imply an endorsement by CANA of that organisation, business or individual.

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ATTACHMENT A:

CANA SPONSORSHIP AGREEMENT - TEMPLATE

(to be used if donors/sponsors do not have their own agreement templates already in place)

CLIMATE ACTION NETWORK AUSTRALIA LTD. SPONSORSHIP AGREEMENT

DATE OF AGREEMENT: _____

CANA details:	
Contact person:	
Address:	
Phone:	
Email:	

Sponsor details:	
Organisation name:	
Contact person:	
Address:	
Phone:	
Email:	
ABN (if applicable):	

Contribution to CANA, in cash and/or in kind:
[GIVE DETAILS HERE]
The ways in which the sponsor's contribution will be acknowledged:
[GIVE DETAILS HERE]
The proposed allocation and distribution of cash and in kind benefits:
[GIVE DETAILS HERE]

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Payment terms:
[GIVE DETAILS HERE]

EXECUTED as an agreement.

EXECUTED by **CLIMATE ACTION NETWORK**)
AUSTRALIA LTD being signed by authorised)
persons:)
)

Authorised Representative

Authorised Representative

Full Name

Full Name

Usual Address

Usual Address

EXECUTED by **xxxxx** being signed by)
authorised persons:)
)
)

Authorised Representative

Authorised Representative

Full Name

Full Name

Usual Address

Usual Address

Please Note: CANA reserves the right to refuse to accept a sponsorship proposal and the right to negotiate the arrangements for acknowledgement of a sponsorship and the content of any copy, soundtrack or footage involved.