

**ChildFund Alliance  
Fundraising Standards**

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**Standard 1: Member adheres to those unique organisational principles which enable it to be accurately described as a private and voluntary not-for-profit organisation, and adheres to applicable charitable law and fundraising ethics in keeping with best fundraising practices.**

- Member is registered with local government in each country that it fundraises in as a private and voluntary not-for-profit organisation.
- Member's charter reflects agreement with and adherence to principles, structures and operations which underlie its status as a private and voluntary not-for-profit organisation.
- Member is member of association of fundraisers in each country in which it fundraises, and has agreed to and adheres to a code of conduct/ethics determined by this association.

**Standard 2: Member is truthful in marketing and advertising; accurately describes the organisation's identity, purpose, programmes, and need; and only makes claims that the organisation can fulfill. Visual images accurately reflect the current work of the member organisation. Contributions are used as promised or implied in fundraising appeals or as requested by the donor.**

- There should be no material omissions or exaggerations of fact, no use of misleading photographs, nor any communication in member's fundraising solicitations that could mislead. Information in the organisation's appeals should give fairly represent the programmes for which the funds solicited will be used.
- Member clearly defines in all fundraising materials what the use of contributions will be, and member has mechanism for reporting to donor the results of the project for which their contributions were used.
- If funds cannot be spent in the way promised or implied in fundraising appeals, or as requested by donor, member informs donor of how they will be spent. If funds cannot be spent in the way promised, they shall be returned to the donor at donor's request.
- The organisation shall not undertake negative advertising or criticize other organisations to benefit themselves.
- Member pursues best efforts to use visuals that are as current as possible and correspond to the work being promoted. Member has records for visuals used in promotional materials clearly stating who took the photo, the date it was taken, and where it was taken.
- Member pursues best efforts to ensure that persons depicted in visuals are aware of the potential use of the image, and agree implicitly to that use.

**Standard 3: The resources generated through child sponsorship shall be used and accounted for in a manner consistent with programme description, and member has procedures in place to document that children in sponsored families receive the advertised benefits. A member that pools sponsorship contributions to support child-focused community development projects shall note this practice in sponsorship marketing materials and programme reports.**

- Member reflects clearly in all sponsorship materials how funds raised will be used, and report regularly on this use.

- Member is transparent about the usage of sponsorship funds in the programmes, including the practice of pooling sponsorship funds to promote community development that benefits not only the sponsored child, but the whole community.
- Marketing materials related to sponsorship shall be accurate and current in their portrayal of conditions involving families and children depicted in these materials, and shall portray beneficiaries in a respectful and dignified way, reflecting their role as equal partners in their own development.

**Standard 4: Member organisations who engage in fundraising events shall clarify, if requested, the amount of funds going to the charity in conjunction with the effort.**

- Member has information regarding fundraising allocations from fundraising events readily available.
- Member organisation has a mechanism whereby it can inform donors of the amount of funds going to the charity in conjunction with the fundraising event or cause-related marketing.

**Standard 5: Member commits to keeping fundraising and administrative expenditures as low as possible and a maximum of 30 percent overall. A member with sources of income that do not require large fundraising efforts should have proportionately lower costs. Where national regulations for non-profits are lower than 30% overall, member is expected to meet the national regulation.**

- Member minimizes percentage of funds spent on fundraising and administrative costs, so that the majority of funds raised can be destined to programme implementation.

**Standard 6: Member complies with data protection/privacy legislation in their market. If a member sells, rents or exchanges the names of its donors it shall notify the donors of its intention, giving them the option to be eliminated from the list for sale, rent or exchange.**

- Member assures donor privacy, and informs donors of when their information will be used for other purposes, and gives donors the option to opt out of these uses.
- Member informs donors of alternative uses of donor information (selling, renting or exchanging names), and provides reasonable opportunities for donor to opt out of these alternative uses.