



Fundraising Policy

- **Statement of Purpose:** This policy outlines the manner in which fundraising activities organised by, or on behalf of, the Love Mercy Foundation are to be conducted. LMF is committed to maintaining a high standard of transparency and accountability in all aspects of its work including its fundraising activities.

The following policy applies to:

- Love Mercy Foundation Ltd staff (both in Australia and Uganda).
- Love Mercy Foundation Ltd board members (both in Australia and Uganda).
- Love Mercy Foundation Ltd volunteers and interns (both in Australia and Uganda).
- Partner organisations.
- Individually contracted consultants and labour personnel (both in Australia and Uganda).
- Third party organisations and individuals that may fundraise on behalf of Love Mercy Foundation Ltd (both in Australia and Uganda).

This policy is to be read and applied in conjunction with all other LMF policies and procedures.

Review Date: August 2015

1. Definition of fundraising

For the purposes of this policy, the meaning of 'fundraising activities' is the same as that given to the term 'fundraising appeal' in section 5 of the Charitable Fundraising Act 1991 (the Act).

2. Conduct of fundraising activities

The Love Mercy Foundation (LMF) is committed to conducting all fundraising activities in an ethical and lawful manner and agrees to comply with all relevant fundraising legislation, including but not limited to the requirements prescribed in the Act.

- 2.1. In accordance with our obligations under the Act, we currently hold a valid Authority to Fundraise in NSW (the **Fundraising Licence**) (Authority code CFN/21538).
- 2.2. We agree to be truthful and honest when conducting fundraising activities by accurately identifying LMF as the fundraising body and describing the purpose, programs and needs for which the fundraising activities are being held.

3. Proceeds of fundraising activities

The proceeds of fundraising activities shall be managed using the following guidelines and in accordance with all other LMF policies and procedures relating to the management of funds and resources:

- 3.1. Where appropriate, prior to commencing a fundraising activity we will specify the project for which funds or resources are being raised. In the event that excess funds or resources are received, the surplus will be reappropriated into other areas of need within the organisation as deemed appropriate by our Board of Directors such as other project areas, or administration costs. Funds will continue to be raised for the duration of and/or until the prescribed end date of the fundraising activity.
- 3.2. We agree to keep clear and accurate records of income and expenditure in relation to each of our fundraising activities. In accordance with the relevant Act and regulations, records shall include all invoices, receipts, vouchers and any other documents as are necessary to explain the methods and calculations by which accounts relating to the fundraising activities are made up. Such records will be kept for a period of at least 7 years.
- 3.3. We strive to ensure that a minimum of 70% of all funds raised through fundraising activities reaches the ground directly in Uganda. The remaining portion of funds goes towards the organisation and facilitation of fundraising activities as well as the administration costs of running our projects, in order for them to function efficiently and successfully. Our Annual Report, which includes a summary of our financials, can be downloaded from the About Us page on our website.

4. Use of fundraising materials

Our vision is to see the people of Northern Uganda live an empowered life, free to exercise their basic human rights to a secure food supply, income, education, health and equality. We believe that local individuals are equal partners in their own development and when equipped with the necessary skills and resources, are capable of breaking the cycle of poverty. We are committed to maintaining and reflecting these views in all our communications, such as images and testimonies, including those in our fundraising materials by using the following guidelines:

- 4.1. We commit to portraying local people in a respectful and dignified manner by acknowledging their contribution to the development process and honestly and accurately conveying the context and complexity of their circumstances in all images, videos and text used in fundraising materials.
- 4.2. We will strive to ensure that our fundraising materials are free from photos, videos or statements which may be misleading, offensive, or culturally insensitive and will avoid material omissions, exaggerations of fact or communications which overstate the present need and/or the impact achieved by a donor's response.
- 4.3. Where possible, we will endeavour to inform all depicted individuals of the intended use of any image, video or text in fundraising materials and will seek to gain their express consent. A Consent Form is provided to visiting and local staff in order to gain informed consent prior to taking photograph or video. Where possible, this form will be communicated in the local language and examples of previous published materials using local photographs will be shown as an example. Please refer to our Child Protection Policy for information regarding the photography of Children.
- 4.4. We will take reasonable care to ensure that individuals who appear in our fundraising materials are not at any risk of harm or danger.
- 4.5. The CEO will check all published materials before they are made available to the public in order to ensure consistency with our purpose, vision and mission statements, and also to ensure that all materials align with our values in terms of portrayal of local people and transparency and accuracy in reporting and communication.

5. Fundraising on behalf of LMF

We value the support we receive from each of our donors and strongly encourage the design of new and exciting fundraising initiatives. All fundraising activities conducted in partnership with, or on behalf of, LMF must comply with the conditions of our Fundraising Licence and therefore require our written authority. If you would like to fundraise to support our life changing projects, please contact us at info@lovemercyfoundation.org

6. Policy review

This policy will be reviewed on an annual basis but may be amended at any time the Board sees fit.