



**International Public Fundraising Council (IPFC)**

# **Activity Report**

2018 - 2021

# Introduction

The **International Public Fundraising Council** was founded in 2018 as a worldwide network of face-to-face regulatory associations with the collective goal of working together and sharing experience to strengthen face-to-face fundraising regulation across the globe. To date it gathers three founding members: the AMRAC (France), the QUIF (Austria) and the QISH (Germany) and six associated members: the PFRA (Australia & New Zealand), the PFFA (USA), the F2F Monthly Giving Alliance (Hong-Kong) and the ABCR (Brazil).

## The creation of an international working group on F2F fundraising regulation

The creation of the IPFC was initiated by the AMRAC (France) in August 2018 in close collaboration with the PFRA (Australia). A pre-existing global working group was already in place prior to the creation of the label. Thus, its official formalization enabled the different authorities to better communicate and paved the way for the lead of concrete actions.

The IPFC is the result of numerous collective e-working sessions that were led regularly for about a year among the founding and associated members. The first official meeting, in real life, was held at the **International Fundraising Congress in Amsterdam** in **October 2018**. This meeting strengthened the members' determination to develop the label. It clearly appeared that this project was truly responding and meeting a shared need for a better international cooperation on F2F regulation activities.

## Organization of the Panorama of F2F in Paris

The Panorama of F2F was held in Paris in **October 2018**. This event was organized in order to promote the launch of the AMRAC and the need for international cooperation. This consisted in practice as a public and free cycle of conferences on F2F fundraising. The topics that were discussed were mainly related to the regulation of the sector and to best practices enhancement. Peter Hills-Jones, Chief Executive Officer at the PFRA Australia, was invited as a guest speaker and delivered the presentation "Ethics as a growth factor in face-to-face fundraising". This event was a successful operation that was very well received by the audience with more than 60 face-to-face professionals attending the event.

## Drafting, publication and ratification of the IPFC International Code of Conduct

The Code of Conduct was commonly written, approved and officially adopted by all IPFC members in **September 2019**.

This core document was designed as a set of rules that define how F2F activities should be carried out. It sets out the responsibilities that apply to fundraisers and fundraising agencies and/or charities. The code aims to set quality standards and enhance good practices and to make sure face-to-face fundraising activities are carried out ethically and with the best interest of the donors.

All members agreed on the necessity to strengthen the regulation and ethical standards on the following topics:

- Fundraiser identification
- Fundraiser visibility or charity identification
- Fundraiser behavior
- Training and monitoring
- Data protection
- Complaints process

The code was conceived as a non-binding reference, however all IPFC members are expected to encourage their own members to comply with it. The adoption of the Code represents a real milestone in the IPFC's advancement, as it is the first official document to be ratified by all members. It sets up the main goal of the label: to ensure the face-to-face sustainability on an international level. The approval of the Code gave rise to concrete ties laying the foundation for a durable cooperation.

## Writing and publication of a presentation document « About us-What we do »

Later on, in October 2019, the IPFC members started to highlight a need for a better promotion of our activity as a network of regulatory associations. It appeared necessary that the IPFC would have to develop its communication tools so as to increase its worldwide visibility within the sector. The 2019 International Fundraising Congress represented an opportunity to do so. For that reason, the creation and the publication of a synthetic presentation document was decided. Up until now, this background document remains useful and is still quite handy when any member wishes to give somebody an insight on the IPFC role and missions, including for prospecting new members

## Preparation meeting for the Face2Face Fundraising Congress (Vienna 2020)

The project of leading the International Face2Face Fundraising Congress was initiated by the Fundraising Association Austria (which is one of the founding members of the IPFC). Its first edition was supposed to be held in Vienna from 17th-19th November 2020 and so far postponed to 2022. It aimed to provide a platform for learning, skill sharing and disruption around direct dialogue fundraising. Bringing together speakers to host interactive outcome driven sessions to enable face-to-face fundraising to develop, professionalize and address some of the issues. The IPFC was fully associated to the initiative in **November 2019** as part of group of global professional fundraisers and experts that formed the Program Committee. As such, it took part to preparation meetings so as to determine and analyze themes, formats, speakers and organizations.

The IPFC was also associated to the initiative as an official partner for the promotion of the event.

## Web presence and communication tools

In **February 2020** all the members of the IPFC agreed to strengthen its web presence and e-visibility hence the creation of the website: <https://ipfc.fund> and the development of a few communications tools. The page has been

regularly enriched by the members' contributions. As far as social media are concerned the decision to create a Twitter account was made: [@ipfc\\_f2f](#) as well as the creation of a quarterly newsletter (available on the website).

## Creation and distribution of an IPFC flyer – « Covid-19: How to protect yourself and your team »

Following the sudden deterioration of the global health situation due to the Covid-19 spread in **March 2020**, the IPFC instantly reacted by writing and publishing on all its social media and platforms an e-flyer entitled "[Covid-19: How to protect yourself and your team](#)". These guidelines and instructions for on-the-ground fundraisers aimed to communicate on basic protective measures against the virus during street, indoor and door-to-door missions. Social distancing as well as the use of hydro-alcoholic gel was highly encouraged. These early recommendations set up the basis of the upcoming safety standards exposed in the Common Commitment.

## Writing and publication of the IPFC Common Commitment

The IPFC "[Common Commitment and Recommendations of the members - Specific F2F safety standards in times of Covid-19 pandemic](#)" was released on the 7th of May 2020. This document was collectively written and published in order to set up the IPFC safety standards related to the restart of any face-to-face fundraising activity. All members committed themselves to those quality and safety standards. It, of course, encouraged all face-to-face providers and NPOs in-house programs to comply with local governmental requirements by adding specific recommendations for the whole sector. It aimed to ensure the safety of both the fundraisers and of the public and to maintain a good acceptance level by this latter. Detailed instructions were given concerning basic hygienic protective measures (conversation rules, social distancing), protection devices (mask, visors, hydro-alcoholic gel), working areas and sizing of the teams, working devices (use of new tools, cleaning), job interviews and training procedures, prevention of the contamination and complaints from the public (registered in a dashboard to monitor its possible negative evolution).

## Writing and publication of the IPFC Global Statement

Along with the Common Commitment, the [IPFC Global Statement - Face-to-face Fundraising facing Covid-19 Pandemic](#) was also released on the 7th of **May 2020**. This complementary reference document was conceived as an executive statement that aimed to provide details regarding the Covid-19 pandemic response, the management of the channel disruption it caused and the collective response to restarting safe and responsible face-to-face fundraising activities. It included detailed information about the IPFC role and missions, face-to-face fundraising specific challenges and about the restart of the different markets. This statement was an opportunity to recall that the IPFC is dedicated to promote best practices to the interest of the donors and remained confident in the regulatory associations' ability to do so. It also stressed the vital necessity of face-to-face fundraising for NPOs (as the main driver of regular giving all over the world) and the outstanding resilience the whole sector showed during the crisis.

## Participation in the Global F2F Online Summit (June 2020)

The IPFC took part to the [Global F2F Online Summit](#) in **June 2020** through the participation of Jean-Paul Kogan-Recoing (AMRAC), Sherry Bell (PFFA) and Franz Wissman as speakers to the session on "Safety & Ethics" and "Learning from the reopened markets". The three of them were asked to share their views on the latest evolutions of the face-to-face channel and the role of the regulatory associations during the crisis and for the upcoming challenges.

## Writing and publication of Newsletter 1 & first edition of the re start Survey

Nearly two years after the creation of the IPFC, the association released its first newsletter in early **July 2020**. The Covid-10 pandemic crisis truly paved the way for an unprecedented international cooperation. This crisis led the regulatory bodies to rethink their role. The first newsletter aimed to promote IPFC's work and to enhance good and ethical safety practices. It was also an opportunity to edit a [first barometer of the restart of the activity](#). As a few markets reopened before the summertime, the IPFC decided to centralize all the feedbacks and to turn those into a tool for the whole sector. This enabled every actor on the market to benefit from each other's experience and lessons-learned in terms of safety and public acceptance. The barometer focused on two major factors: acceptance by the public and authorities and fundraising results (both efficiency and capacity) by analyzing restrictions in place, sign up and average gift levels, channels opening and feedback from the ground teams. The conclusions were exposed in the newsletter and showed a gradual but nevertheless important restart internationally as well as a rather positive acceptance of face-to-face activities by the public.

## Writing and publication of Newsletter 2

[The second edition of our Newsletter](#) was written and published in **October 2020**. It focused on the resilience of the sector, as many countries were going back to lockdown and to the suspension of all F2F activities after a few months of a needed respite. This edition was an opportunity to remind our readers of the great amount of work performed by the regulatory authorities. It included articles written by face-to-face fundraising experts such as: [Regulating UK fundraising during the pandemic](#) by Gerald Oppenheim (Fundraising Regulator, United Kingdom); [The recovery of face-to-face fundraising in the United States](#) by Sherry Bell (PFFA, United States); [Face-to-face fundraising in Australia: an encouraging recovery](#) by Peter Hills-Jones (PFRA, Australia).

## Membership of the ABCR (Brazil) to the IPFC

In **December 2020** the IPFC welcomed a new member: ABCR! The Brazilian national association completes the ever-growing family of face-to-face regulatory bodies by joining the IPFC.

## Writing and publication of Newsletter 3 & second edition of the re start Survey

In **January 2021**, the IPFC released [the second edition of the re start survey](#). This edition sought to explore the market trends and aimed to further consolidate the post-crisis knowledge. In order to do so, 27 international F2F fundraising experts contributed to the survey, which covered 23 countries on 5 continents. The newsletter was also completed by the contribution of Richard Dalgety that gave its international perspective on SOS Children's Villages.

## Statutes ratification by the founding members

The three founding members ratified the Statutes in **March 2021**.