



*International Public Fundraising Council (IPFC)*

# ***Global Statement***

***Face-to-Face Fundraising facing Covid-19***

***Pandemic***

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## ***IPFC Executive Statement***

The IPFC is confident that face-to-face fundraising will emerge from this crisis and remain a vital way of connecting people with the causes – something that will be more important than ever as communities rebuild. In continuing to support face-to-face fundraising around the world, the IPFC would like to provide details regarding the COVID-19 pandemic response, the management of the channel disruption it has caused and the collective response to restarting safe and responsible face-to-face fundraising activities.

# Summary

## About the IPFC

The IPFC is a worldwide network of face-to-face fundraising regulatory associations. We set standards and identify best practices to develop this fundraising instrument in the interest of the causes and the donors.

## About face-to-face fundraising

Face-to-face fundraising is internationally the first recurring income provider through individual giving for Non Profit Organizations. It creates employment for thousands of people all over the world.

## Responding to the COVID19 pandemic

From the stopping of all F2F fundraising activities to the building of economic security for face-to-face fundraisers and resilience for non-profit and supplier organizations, the IPFC and affiliated national regulatory associations have led support during the pause in F2F fundraising.

## Restarting face-to-face fundraising

In addition to its International Code of conduct, IPFC members have committed themselves to common [specific quality safety standards in times of Covid-19 pandemic](#) and release of a regular barometer tracking the restart of F2F fundraising activities all over the world. This barometer provides the safety standards, feedback from the public and the fundraising results.

## About the IPFC

- The IPFC is a worldwide network of face-to-face fundraising regulatory associations.
- The IPFC has 8 member organisations and associated organisations – a full list is appended to this statement.
- These member organizations represent both the non-profit organizations and the supplier organizations that support face-to-face fundraising.
- The goal of the IPFC is to work together to strengthen face-to-face fundraising around the world through self-regulation.
- Members of the IPFC have voluntarily adopted an additional standard (Code of Conduct) and have agreed to be held accountable to that standard.

## About face-to-face fundraising

- Face-to-face fundraising is one of the most important and effective ways for non-profit organizations to connect with new donors.
- In more than 50 countries across the world, thousands of face-to-face fundraisers inspire millions of people to give to a cause / NPO after a conversation with a face-to-face fundraiser.
- Most of these donors give regular gifts for a period that may last many years providing non-profit organizations with a significant, predictable, and reliable source of income.
- Long-term reliable income allows non-profit organizations to find solutions to some of the most critical problems facing communities locally, nationally, and globally.
- Face-to-face fundraising creates employment for thousands of people all over the world. It supports a vital part of society.
- Face-to-face fundraising indeed also serves as an international concern and civil care response, representing the local society in tendering and responding to critical needs in other countries, of which also generates care to the local communities.

## Responding to the COVID19 pandemic

- As with all other aspects of life and our communities, the COVID-19 pandemic has had a huge impact on face-to-face fundraising.
- Face-to-face fundraising being based on inter-personal contacts, as a first precaution self-regulatory associations had recommended their members, NPO's as well as providers to stop all face-to-face activities until it was safe and responsible to resume.
- The priority of all member associations is to ensure that everyone involved in face-to-face fundraising, face-to-face fundraisers as well as the public, would be kept safe and well.
- IPFC member associations have taken the lead in many countries in supporting their members to comply with government and health authorities. Support has been provided to ensure not only that everyone involved with face-to-face fundraising practices would remain safe, but also to ensure social security of the face-to-face fundraising workers.

•IPFC member associations have worked with their non-profit and supplier organizations to build their resilience to the temporary pause in face-to-face fundraising and ensure their economic security.

## Restarting face-to-face fundraising

•When it is safe to do so, it will be essential for non-profit organizations to restart their face-to-face fundraising programs. Beside its International Code of conduct, IPFC members have decided to commit themselves to common specific quality safety standards in times of Covid-19 pandemic.

•The pause in face-to-face fundraising is allowing many organizations to review and seek improvements in their fundraising programs.

•The IPFC is confident that face-to-face fundraising will emerge from this crisis and remain a vital way of connecting people with the causes – something that will be more important than ever as communities rebuild. In continuing to support face-to-face fundraising around the world, the IPFC would like to provide details regarding the COVID-19 pandemic response, the management of the channel disruption it has caused and the collective response to restarting safe and responsible face-to-face fundraising activities.

•The IPFC has provided member associations with a forum to ensure that the restart of face-to-face fundraising will be safe for all involved and that high standards are maintained, especially in the treatment of potentially vulnerable donors.

•Face-to-face fundraising has already restarted in countries where governments have permitted this to happen. The IPFC centralizes the feedbacks of these early restarting F2F fundraising programs in order to draw from them any useful teaching in terms of safety and public acceptance. A barometer of the restarting activities is released by its member associations in each of their countries.

•Member self regulatory associations have been developing plans based on this collective approach, but which are suitable for the circumstances in each country. Each member has built its own code of safety standards in times of Covid-19 pandemic and has enriched the IPFC work for the better of every member.

## IPFC Members and associated organizations Members :

### Founding Members :

•**Austria** : QUIF  
<https://www.fundraising.at>

•**France** : AMRAC  
<https://www.amrac.fr/>

•**Germany** : QISH  
[www.qish.de](http://www.qish.de)

•**Hong Kong**: F2F Monthly Giving Alliance <https://www.f2f.org.hk/en/face2face.html>

•**UK**: Fundraising Regulator: <https://www.fundraisingregulator.org.uk>

### Associates :

•**USA**: PFFA <https://www.pffaus.org/> (confirmed).

•**Australia**: PFRA <https://www.pfra.org.au/> (to be confirmed)

•**New Zealand:** PFRA <https://www.pfra.org.nz/> (to be confirmed)

## **International Public Fundraising Council**

<http://www.ipfc.fund>

### **Contact**

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