



International Public Fundraising Council (IPFC)

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Edito

Resilience, instability and regulation

By **Jean-Paul Kogan-Recoing**, President, Board of Directors, AMRAC - Autorité Mixte de Régulation des Acteurs de la Collecte de fonds (France).



Since our first Newsletter published in July, the general trend observed from mid-May was the reopening of the face-to-face fundraising markets. Four months later, many markets are going back to lockdown and suspension of public fundraising activities. In recent days, the return to containment has suddenly increased in Europe. However, what remains remarkable in Europe as in the United States or in Australia is the extraordinary productive work performed by the fundraising regulatory bodies. Safety guidelines updating, inquiries, handling of the public complaints, sharing between regulatory bodies... This pandemic crisis has revealed our international cooperation capacity and the full extent of the IPFC member's responsibilities. We all have enlarged our regulation activities, first based on ethical standards to health security standards.

Although many countries are now returning on lockdown, we now know that all our efforts have deeply contributed to the public trust and acceptance of face-to-face fundraising. The IPFC surveys that were done in June and October show how strong the trust is in our capacity to make public fundraising safe and controlled.

Reopening the face-to-face markets has shown the resilience of the entire face-to-face fundraising community all over the world. Nevertheless, the movement back to containments is symptomatic of the instability of face-to-face activities as long as the pandemic crisis will go on. This situation reveals the economic and social instability of thousands of face-to-face fundraisers all over the world and a risk as far as keeping the field force alive. We consider it to be an important challenge that non-profits and providers will have to manage together in order to restore all the F2F fundraising volumes when the pandemic will be over.

In this 2nd Newsletter, you will find the articles of **Gerald Oppenheim** (Fundraising Regulator, UK), **Sherry Bell** (PFFA US) and **Peter Hills-Jones** (PFRA Australia). They are dedicated to the regulatory actions that have been undertaken on these three markets. These articles also give an overview of the incredible work carried out by the regulatory bodies to guarantee the health security conditions of the resilience of face-to-face markets every time they get the opportunity to restart, as described in Gerald Oppenheim's text (written just before the implementation of new restrictions in the UK)

Also, we are very pleased to present you the two regulatory bodies that will enter the IPFC as new associate members, the ABCR for Brazil represented by **Joao-Paulo Vergueiro** and the Norwegian Fundraising Association represented by **Karl Magnus Rohde-Naess**.

As far as the monitoring of restarting markets survey updating goes, it will be separately edited given the current changes occurring recently on many markets.

Regulating UK fundraising during the pandemic

By **Gerald Oppenheim**, Chief Executive, Fundraising Regulator (United Kingdom)



Charitable fundraising organisations across the UK are settling into new ways of working following the huge shockwaves caused by the pandemic over the past six months. Proving its ability to respond rapidly to external challenges, the sector is showing true innovation and adaptability as it begins to undertake more digital methods of fundraising and modify the way it carries out fundraising in public, ahead of the critical Christmas donations campaign period.

As a regulator, it is our role to ensure that all fundraising in England, Wales and Northern Ireland is carried out in a way that is safe, legal, honest and respectful, throughout the pandemic and beyond. We have a close working relationship with Scotland's Fundraising Standards Panel. We exist ultimately to protect members of the public from poor fundraising by encouraging best practice from charities and their agencies. We do this by developing and maintaining the Code of Fundraising Practice, which applies across all four UK countries and contains the standards that all fundraising organisations should be working to, as well as their legal obligations. We also handle complaints from the public about fundraising and through our investigation process we identify ways that organisations can improve their practices. I am pleased to report that fundraising organisations have continued to engage with our complaints process amid the pandemic and are responding to our recommendations positively.

When many fundraising activities were paused back in March, we saw fewer complaints from the public initially, however, numbers picked up again in the summer months as charities began to adapt their fundraising and resume activity as restrictions were eased. A notable proportion of these complaints were from people who were concerned about face-to-face fundraising resuming – this includes both street and private site fundraising but not door-to-door fundraising. Although some people are understandably anxious about these methods, we do know the sector is working hard to ensure the safety of staff, volunteers and the public. Throughout the pandemic, our focus has continued to be on driving public trust in fundraising

and supporting the vital work of fundraisers. That means our complaints function has remained strong and the bar for assessing complaints high, at a time when public protection is more important than ever.

Throughout the pandemic, we have been clear that fundraising should only take place where it is safe to do so. To support charities and their agencies review and adapt their fundraising practices in line with the latest advice from the UK Government, we have produced a series of guidance notes. This guidance covers the general principles of fundraising and public fundraising methods – which contain advice on social distancing, sanitation and PPE – and we will soon be publishing further guidance on community fundraising events, cash collections and payroll giving. In addition, we have produced complimentary guidance for the public, to help people to know what to expect from fundraisers and how to give safely to legitimate causes.

To ensure this guidance is applicable to the practical issues facing fundraising organisations, we developed it alongside the UK's Chartered Institute of Fundraising, using insight from its frontline compliance team to inform how we presented the advice. We also worked with central Government departments and public bodies, such as Public Health England and the Health and Safety Executive, to ensure our guidance accurately reflects the very latest health advice. We continue to regularly update the guidance so that it is reflective of new developments, and I welcome other fundraising bodies to use both our sector and public guidance in their own countries.

I'd like to take this opportunity to thank the sector for being so responsive to our guidance and rising to the challenges presented by the pandemic. Together, fundraising organisations are working hard to maintain public trust in fundraising, for the benefit of our communities across the UK.

The Recovery of Face-to-Face Fundraising in the United States

By **Sherry Bell**, President, Board of Directors, Professional Face-to-Face Fundraising Association (United States)



Face-to-Face in the United States

Nonprofits in the U.S. began re launching teams with agency partners in May. This re launch was a very cautious approach by a small number of nonprofits and agencies, beginning with small, well managed teams restricting the number of fundraisers and markets. The testing has continued throughout the last four months and has developed into a cautiously optimistic ramp up for several nonprofit organizations that have been in-field with agency partners for more than a couple months.

Currently, there are at least 15 nonprofit organizations and twenty agencies scheduled to be in the field in October. All methods of fundraising are being utilized: street, door and private sites. Face-to-face fundraising activities are taking place in more than 23 states and an estimated 40 cities nationwide. It is also important to note that nearly every type of nonprofit mission is currently being represented in the field and results identified in this article are across organization and face-to-face fundraising method.

Fundraiser and Community Safety

In May 2020, the PFFA released broad guidance to the channel with the intent on providing best practice recommendations from the U.S. government, public health officials and information gleaned from our colleagues around the world. We made strong recommendations that all organizations could use as a guide for safety assurance, risk mitigation and best practice for responsible re-entry into the market. With an understanding that guidance and recommendations would largely follow local and state government practices, as well as varied state public health requirements, we believed it was important to provide a robust offering of critical information to be considered (a checklist of sorts) and avoid mandating how they should be considered as requirements were sure to vary by nonprofit organizations.

Key Performance Indicators

The PFFA hosted weekly channel calls open to all interested parties from early May through July and these have since become monthly. These meetings have provided a platform for robust discussion and sharing of experiences amongst all parties – both triumphs and challenges. Key take-aways regarding performance indicators in the U.S. compared to pre-Covid rates, as reported by nonprofits and agencies:

- Sign-up rates have been reported as the same or better
- Average gift has been reported as the same or better
- Retention in month 1-3 has been reported as the same or better with at least two nonprofits reporting better retention by varying rates up to 4%.

Risk Mitigation

As to be expected, the channel shared significant concerns around public perception, brand risk and the ultimate safety of the fundraisers and the public.

To proactively address these concerns, to the best of our knowledge, all face-to-face fundraising in the U.S. is being done with personal protective equipment (PPE) with the minimum requirements being face masks or face shields and hand sanitizer and/or wipes for staff and equipment.

Additionally, nonprofits and agencies have worked collaboratively to adopt standard social distancing requirements, additional fundraising training and support and adaptation of existing or the development of new policies around concerns brought to either by fundraising staff or the public. And when possible, all systems and processes have been transitioned into touchless fundraiser-donor engagement interactions.

After nearly five months of face-to-face fundraising, nonprofits and agencies have reported the following compared to pre-COVID:

- Levels of inbound inquiries have been consistent and encompass the same concerns that have always existed
- Little or no inquiries opposing the resumption of face-to-face fundraising
- No negative media inquiries from local or national news entities
- Heightened level of colleague feedback addressing policy imperfections as we progress

Overall, we believe the leadership, care and responsible practices embraced and embodied by the face-to-face community in the U.S. has led to a re launch that has been, to date, safe and responsible with quality fundraising results and the welcome participation of the public.

As the current state of the virus in the U.S. is ever changing, as is the level of comfort and adaption Americans use to resume their daily activities, we cannot confirm which challenges the channel may encounter ahead. However, we do believe the strength of collaboration and responsible action has proven to be the most significant driver of both positive fundraising performance results and positive brand impact for those that have re launched thus far.

Face-to-face fundraising in australia: an encouraging recovery

By **Peter Hills-Jones**, Chief Executive Officer, Public Fundraising Regulatory Association (Australia)



Australia's recovery, of both its economy and fundraising, is continuing relatively well compared to many parts of the world. Private site and D2D fundraising were restarted successfully in most parts of the country some months ago, although the federal nature of the country has presented some additional challenges. Victoria, which is the second most populous state after New South Wales (NSW), has experienced more challenging circumstances and a more deadly second wave. Many fundraisers left the state before its borders were closed and relocated to NSW or further north to Queensland (QLD). This placed significant extra strain on fundraising locations in those two states, and required careful coordination and management by the PFRA.

Overall, the success of the PFRA oversight and stewarding of the sector through this unprecedented situation has been welcomed by members. Our charities and agencies have responded well, with responsible practices in line with government advice being maintained in the vast majority of checks we conducted. The PFRA has been exceptionally busy during the closedown and re-opening periods, with over 1000 checks carried out in a six-month period. This level of assurance has now given us the confidence to reopen Street Fundraising, which will begin next week in all states apart from Victoria. But with Victoria's progress, we are now seeing Private Site and D2D Fundraising returning in that state too. The PFRA has also been running

online training courses for its members during 2020 and we are in the process of shifting more of our services online for 2021 so that we are prepared for what next year may bring.

The sector has had a traumatic year, but despite these hardships confidence remains high that the rebuilding work can, and must, begin now.

Facing the future - global f2f summit 05 November 2020

By **Kathrin Thalhammer**, Project Manager, Fundraising Association Austria



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Face2Face fundraising has been hit hard by the impact of the COVID19 pandemic. Most national markets were forced to close for weeks on end, and have reopened with considerable change, before going back to lockdown for many of them.

Back in June, the first Global F2F Online Summit hosted by the team of the First International F2F Congress and Fundraising Everywhere was attended by over 1.000 fundraisers from all over the world. Some of the conversations from that summit are continuing and these ideas enrich us all.

But crisis isn't over and the First International F2F Fundraising Congress has been postponed to November 2021.

To tide us over and discuss the enormous challenges and new opportunities for F2F the Congress team and Fundraising Everywhere are hosting a second #GlobalF2FSummit on 5th November 2020.

The half-day conference is free thanks to generous sponsors, and it will be broadcast twice to reach a truly international audience: From 9am CET for Asia and Europe, and again from 4pm CET for the Americas.

The summit features 4 main sessions, each followed by a live Q&A, focusing on:

- **A Global Overview – led by Daryl Upsall (Daryl Upsall International)**
- **The Changing Face of F2F – led by Jean-Paul Kogan-Recoing (ONG Conseil)**
- **Metrics, Methodology and Selling Points – led by Jacob Møllemose (Agency Scandinavia)**
- **Outlooks – led by Elsbeth de Ridder (Save the Children)**

The team is proud to bring together a diverse group of expert panelists from all over the world. [Check the F2F Congress website and subscribe to the newsletter](#) so you don't miss an update on confirmed speakers.

Welcome !

The IPFC is happy to welcome two new associate members that will soon join our ever-growing regulatory family!

Brazil



ABCR is a Brazilian institution that promotes fundraising nationally and was founded in 1999. Currently, ABCR has more than 300 members from all over the country, and aims to strengthen the ecosystem of donations and resource mobilization in the country.

Among the projects that ABCR conducts annually is the ABCR Festival, which has about 800 participants every year and is in its twelfth edition. It also hosts online debates, meetings, all year long.

In addition to it, ABCR also conducts the Brazilian version of #GivingTuesday, called in Portuguese Dia de Doar, mobilizing millions of people to engage in initiatives to promote generosity.

ABCR recently strengthened its advocacy work, promoting proposals for law and constitutional changes to strengthen the tax aspects of donations, eliminate existing taxes and facilitate fundraising.

In Brazil, ABCR is the only institution essentially focused on strengthening the capacity of organizations to be financially sustainable, which is why we prepared the Fundraising Code of Ethics, in addition to encouraging the development of other topics directly related to the theme.

Find more on www.captadores.org.br !

Norway



The **Norwegian Fundraising Association** was established in 1994 and represents the main bulk of non-profit, humanitarian and cultural organizations in the Norwegian fundraising market. Its aim is to be a professional arena for its members, where they work together to improve the environment for non-governmental organizations engaged in fundraising activities. They are a non-partisan association.

The Norwegian Fundraising Association's main task is to strengthen fundraising organizations by:

- Increasing the public awareness of humanitarian and community organizations' fundraising activities without counteracting government policy or reducing government responsibility
- Improving the framework conditions for the fundraising activities of non-governmental organizations by representing the sector with a single voice and advocating its viewpoints to the authorities
- Developing the ethical standards of income-generating activities and counteracting damaging fundraising methods

- Improving fundraising skills among our members
- Being a social arena for networking between the member organizations.

The boards of the Norwegian Control Committee for Fundraising and the Norwegian Fundraising Association adopted the Ethical Guidelines for Fundraising in Norway at the annual general meeting in May 2012.

Read the Ethical Guidelines for Fundraising in Norway [here](#)

