



# BAT CONSERVATION IRELAND

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## **Fundraising Policies and Procedures**

### **Bat Conservation Ireland**

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**2021**

## About Bat Conservation Ireland

Bat Conservation Ireland is a limited company without share capital (CRO 494343) and is a registered charity (RCN 20039417) which holds a charitable tax exemption (CHY 13016). Bat Conservation Ireland is committed to ensuring adherence to all relevant laws and best practice guidance in relation to its fundraising activities. The purpose of this Fundraising Policy is to outline our approach to fundraising, which has been discussed and approved by our Council.

## Policy Statement

Bat Conservation Ireland recognises the contribution its donors and supporters make to the organisation. It is through their kind support that Bat Conservation Ireland can continue to pursue its vision of humans and bats co-existing in harmony in Ireland.

Bat Conservation Ireland is committed to treating all donors with respect, honesty, fairness and transparency. Bat Conservation Ireland will follow best practice in how it deals with all donations. Bat Conservation Ireland will ensure accountability and transparency in all areas of its work so that donors and supporters have full confidence and trust in the way in which Bat Conservation Ireland operates.

## Purpose

The purpose of this policy is to have a transparent, clear and consistent policy in relation to donations and fundraised income.

## Scope

Bat Conservation Ireland recognizes that our commitment to principles of good fundraising applies to both the organisation itself, any volunteers or third parties who carry out fundraising activities where monies are raised on behalf of Bat Conservation Ireland.

It is expected that all key people within Bat Conservation Ireland who are involved in fundraising, implement the approaches and practices set out in this document. These include Council, staff, company directors, volunteers, interns and any professional fundraisers.

Bat Conservation Ireland has a Donor Charter, which has been adopted by the organisation and is available on our website at: [www.batconservationireland.org](http://www.batconservationireland.org).

## **Fundraising Principles**

Bat Conservation Ireland is committed to the principles of and implementation of the Guidelines for Bat Conservation Ireland on Fundraising from the Public. As such the Council has committed to the following:

- Carrying out all fundraising from the public in an open, transparent, honest, respectful and accountable manner;
- Fundraising activities are underpinned by appropriate legal frameworks
- Carrying out our fundraising activities in a way that protects the reputation of our charity and encourages public trust and confidence in our charity;
- Following the law and recognised standards, protecting our charity from undue risk and showing respect for beneficiaries, donors and the public;
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## **Respect**

- All fundraising will respect the rights and dignity of donors, beneficiaries and the public;
- Fundraising activities will not be unreasonably persistent, intrusive or place undue pressure on people to donate. Should someone not wish to donate, or wish to cease making a donation, that decision will be respected;
- Beneficiaries will not be presented in a disrespectful way in promotional activities and, where possible and appropriate, clients and beneficiaries will have an input into the promotional strategies of our charity

## **Honesty and Integrity**

- Fundraising will occur in an honest and truthful manner;
- Fundraisers will act with integrity and not misrepresent the charity, its need for funds or how they will be applied;
- Questions about fundraising activities and fundraising costs will be answered honestly and in a timely manner;
- Information about the charity's charitable purpose and activities will be made freely available;
- Charitable donations and gifts will be used for the purposes for which they were donated.

## **Transparency and Accountability**

- We have a Financial Controls Policy in place to ensure our finances are subject to strict controls;
- We produce audited accounts annually, make these publicly available and will implement any further financial controls as recommended by our external auditor;
- The majority of Bat Conservation Ireland fundraising activities are carried out online to ensure transparency and accountability and a clear paper trail. On the rare occasions where cheques are received, financial controls are followed in line with our financial controls

policies. Bat Conservation Ireland actively discourages the handling of cash, but where this is unavoidable financial controls must be followed;

- We will take responsibility for our actions and will be capable of explaining, clarifying and justifying those actions;
- Our Trustees will explain and account to donors and the public for the charity's actions;
- We will operate in an open, frank and honest way and will ensure that transactions, operations, information and communications are easily understood by donors and the public alike;
- We will clearly identify to donors and the public the cause for which the fundraising is occurring and how donations will and are being used;
- We will ensure that any donor data is processed in a way that is compliant with data protection;
- We will provide ways whereby those interested can easily contact us;
- We will have a procedure in place to address complaints.

## Donation Standards

Bat Conservation recognises the essential role of donations to realising its vision and mission and achieving its goals. Bat Conservation Ireland is committed to ensuring compliance with the Charities Regulatory Authority Guidelines for donations. Bat Conservation Ireland Council, Staff, Volunteers and Interns or any third-party raising funds on behalf of the organisation will ensure that:

- the purpose of any fundraising activity is clearly described;
- donations received are used to further the charitable purpose of Bat Conservation Ireland;
- Bat Conservation Ireland's registered charity number (20039417) is clearly identified.

However, Bat Conservation Ireland also recognises the importance of accepting donations in line with the values of our organisation. Where there is uncertainty in relation to either the intent of the donor, or where their actions are in direct opposition to the vision, mission or values of Bat Conservation Ireland, such donations will be referred to the governing Council for a final decision. Any decision of this nature will be clearly documented and the reasons for refusal or acceptance outlined.

Examples of circumstances where donations may be refused are as follows:

- the donation is suspected or known to be derived from the proceeds of illegal activity;
- the values of the donor, in particular for corporate donors, are not aligned with the values of Bat Conservation Ireland;
- accepting the donation might contribute to a decline in other support;
- accepting the donation may risk damaging the reputation of Bat Conservation Ireland;
- accepting the donation may risk damaging Bat Conservation Ireland's charitable or company status and/or membership of other organisations;
- costs incurred in accepting the donation are greater than the value of the donation itself;
- accepting the donation places onerous conditions on the organisation, that may not be achievable, or may not be in line with our vision and mission;

- any other circumstance where the outcome may be unfavourable to the vision, mission, aims and objectives of Bat Conservation Ireland.

### **Processing of Donations**

All donations must be processed in line with Bat Conservation Ireland's Financial Controls Policies and Procedures, which will be made available to all Council, staff, interns and volunteers.

### **Complaints Policy and Procedure**

Bat Conservation Ireland has a Complaints Policy in place which is incorporated within this Fundraising Policy. Bat Conservation Ireland has transparent procedures in place so that interested parties can inform the Charity of any concerns, questions or comments that they may have in relation to our fundraising activities. Bat Conservation Ireland is committed to addressing any such correspondence received in a prompt and timely fashion.

### **Responsibilities of the Council**

Accountability for adherence to the CRA Guidelines lies with the Council. The Council delegate day-to-day management of fundraising to employees. Where the Council delegate in this way, they ensure that:

- Any delegation is clearly documented, understood and implemented;
- There are checks in place to ensure that the delegated authority is exercised correctly;
- There are clear reporting procedures in place;
- The Council receive full and documented reports on agreed issues to ensure appropriate oversight by them;
- All management and staff adhere to the CRA Guidelines;
- The Complaints Policy is understood and followed; and
- All fundraising strategies and operations are reviewed on a regular basis.

### **Responsibilities of Management**

When fundraising activities are delegated to management by the Council, those who are tasked with the fundraising activities are expected to read and implement the CRA Guidelines. In particular, management will ensure that:

- Fundraisers, suppliers and contractors are informed about, and contracted to adhere to, the CRA Guidelines in their fundraising work for Bat Conservation Ireland;
- Payments to any third-party fundraisers are not excessive;
- Suitable training and support is in place to enable fundraisers to comply with legal requirements and the CRA Guidelines;
- Fundraisers can communicate the charitable purposes of Bat Conservation Ireland and the specific fundraising events being carried out;

- No misleading or ambiguous information is published about Bat Conservation Ireland in its fundraising materials.

### **Responsibilities of Third-Party Fundraisers**

Bat Conservation Ireland will endeavour to ensure that any person fundraising on behalf of the organisation will conduct himself or herself in an honest and ethical way. Bat Conservation Ireland understands that it should be made clear whether a particular fundraising activity is for the benefit of its charitable purposes in general, or for a specific purpose of the organisation.

### **Data Protection**

Bat Conservation Ireland is committed to adhering to all applicable data protection legislation and, in particular, to the proper handling and processing of personal data.