



November 2016

Reach for Change Fundraising policy

1. About Reach for Change

Reach for Change is a global nonprofit organization with a mission to improve the lives of children and youth by enabling ideas and social entrepreneurship to grow. We are an independent global non-profit organization with Swedish roots. We were founded on the belief that many people have innovative ideas on how to improve the lives of children and youth, want to start a social enterprise to achieve their vision, but lack the funds, skills and advisors, and network to really succeed. The social entrepreneurs we support work with a wide range of pressing issues for children to create solutions that reach thousands of children annually.

This fundraising policy is implemented in order for us to be transparent in our fundraising initiatives.

2. Swedish Fundraising Control

From the Swedish Fundraising Control, Reach for Change has received a controlled collection account, the so-called 90-Account. Swedish Fundraising Control ensures that money raised is subject to control. The Swedish Fundraising Control monitors the country's fundraising organizations and it is a requirement that no more than 25% of the total revenue goes to fundraising costs and administration. This means that fundraising should not be saddled with excessive costs, that sound marketing techniques are to be used and appropriate methods for fundraising controls developed.

3. Frivilligorganisationernas Insamlingsråd (FRII)

Reach for Change is a part of the NGO and association Frivilligorganisationernas Insamlingsråd (FRII) along with 140 other organizations. FRII promotes ethical and professional fundraising and is working for an enabling environment for volunteering and fundraising in Sweden. FRII's mission is to enhance the ability of its members to raise funds in a trustworthy manner. FRII is involved in advocacy in these areas and organizes seminars and exchange of experiences. In order to maintain and strengthen confidence in fundraising, FRII has developed a Quality Code that acts as support in the organization's' quality work. All members of FRII must follow the Code.

4. Donors

4.1. From whom does Reach for change raise funds

A donor can be an individual or a legal person. In this fundraising policy we refer to all individuals or legal persons as donors, contributing with financial or pro-bono support. The donor is the most important person for Reach for Change, for us to be able to run our operations. Without donors Reach for Change's operations are not possible. Donors can support us through financial and pro-bono contributions. These contributions can be commercial and non-commercial and they are voluntary, based on the donor's commitment.

4.2. Donors' rights

Failing confidence in one organization leads to problems for others. To be open and transparent and to safeguard public confidence FRII's member organizations agreed on ten points called donors rights. Reach for Change has chosen to base its fundraising policy based on these ten points:

1. Reach for Change materials shall clearly and truthfully state how the funds raised will be used.
2. Reach for Change complies to the 90-Account regulations.
3. The donor can ask questions to Reach for Change and they can expect quick and reliable response.
4. If Reach for Change wants to change the use of the funds the donor must be contacted first.
5. Reach for Change shall use its best endeavours to adequately thank for contributions received. A thank you should be cost efficient. The donor needs to receive confirmation that Reach for Change has received the contribution.
6. A donor's wish for anonymity should be respected. A donor's name will never be published without the donor's consent. Likewise, Reach for Change respects if a donor does not wish to be contacted. Reach for Change shall not leave the donor's name to another organization or company.
7. The donor shall at any time be able to find out contact details to Reach for Change's management. The donor has the right to know if the person asking for contributions to Reach for Change is a volunteer, employee or external consultant.
8. The donor shall be able to access Reach for Change's latest annual report and the statutes on reachforchange.org.
9. The donor can expect a proper and professional treatment from Reach for Change.
10. If Reach for Change can't fulfill its obligations to the donor the donor should be contacted and consulted.

5. Our fundraising process

5.1 Fundraising information

5.1.1 Method how is Reach for Change raising funds

Fundamental to our fundraising work is that we conduct our work with respect for the individual donor. We raise funds from individual persons, foundations, corporates and institutions. For larger donations we usually establish partnerships with companies or foundations following a specific policy, which includes a screening process of the types of businesses and activities that Reach for Change can receive support from. Fundraising from individual persons we do mainly through our webpage.

Our fundraising activities shall be based on good ethics and morals. We should always be open, honest and transparent. All contributions are voluntary and take place on the donor's conditions. Our fundraising initiatives are under the supervision of the Swedish Insamlingskontroll who control that the money goes to the purpose and that the limit of allowed administration and collection costs is not exceeded.

Reach for Change is a member of the association of NGOs Frivilligorganisationernas Insamlingsråd (FRIL) and applies the quality code FRIL has adopted.

5.1.2. Fundraising purpose

Best case scenario is for Reach for Change to receive unearmarked funding and for Reach for Change to use the funds where they are best used at the given point of time. There is also an opportunity for individuals, corporates, foundations and institutions to earmark funding. How Reach for Change use funds raised are shown in a yearly impact report and its annual report.

5.1.3. Reimbursement

Reach for Change reimburses donations, provided that the donation is done within a reasonable time. If Reach for Change receives a donation that is obviously intended for another recipient, the donation is to be promptly transferred to the intended recipient or the donor to be reimbursed.

5.1.4. Dishonor a donation

Reach for Change can dishonour a donation if the values and/or business of the donor is in conflict with Reach for Change's values and ethics in relation to children's rights. Reach for Change is also able to dishonor a contribution tied to counterclaims the organization can't fulfil or if the costs of receiving the contribution is more than the contribution itself. Other reasons to dishonor a contribution could be if they are products or services not relevant to the organization's operations.

5.1.5. Pictures and text in fundraising communications

All images published must follow laws and regulations. The photographs published in Reach for Change's fundraising and communications materials should reflect the organization's goals and values. All the people shown in the picture are to be treated with respect and care. Reach for

Change aims to avoid images that strengthens prejudices. People who appear in the images (mostly portraits) are to be named as far as possible, and as long as it does not expose the person to danger. We aim at including the photographer's name when possible.

5.1.6. Questions and complaints

Reach for Change is addressing and answering all questions and complaints from donors in a respectful, nice and courteous manner. The questions and complaints received by telephone or in person are to be answered if possible immediately. The questions and complaints received in writing, eg. by letter or e-mail is to be answered as soon as possible, but no later than within three business days.

5.2. Receiving donations and funding

5.2.1. How we say thank you

Reach for Change shall adequately thank for contributions received. The focus will be to be cost efficient but also for the donor to receive confirmation that Reach for Change has received the donation. Donors receive thank you through various channels such as emails, personal meetings and thank you calls. In cases where the cost is estimated to be larger than the contribution, the donor does not receive a personal thank you.

5.2.2. Handling of personal information

Reach for Change follows the laws that exist, including the Privacy Protection Law (PUL). This means that personal data provided to the organization may only be used in our own administration for managing contribution. Personal data is stored in our database. The information is used to provide donors continuous information about Reach for Change's work and campaigns. The data is stored in our donor registry (CRM-system) and protected with a separate login that only a few people in the organization have access to. The information is never disclosed to any third party for external processing.

5.3. Donor stewardship and relations

Reach for Change regularly provides information about ongoing activities on the site reachforchange.org. With more established partnerships we communicate on a regular basis via e.g. emails, personal meetings and quarterly and annual impact reports.

6. Presentation of Reach for Change's revenues and expenses

Reach for Change presents total revenues and expenses in the annual report, Social Impact Report, as well as our annual report which can be downloaded on reachforchange.org. Unrestricted revenues are allocated according to need and we always strive for a low administrative cost so that as much as possible of a donation is dedicated to the charitable purpose.

7. Fundraising policy period of validity

This fundraising policy applies from the date of decision until further notice, but to be reviewed annually and revised as needed.

8. Contact person fundraising policy

Jenny Holmström, central manager partnerships & fundraising, is responsible for the fundraising policy and this document, phone number + 46 070 – 278 65 36 and email jenny.holmstrom@reachforchange.org

This policy was adopted by the Reach for Change Board at the Board meeting in December 2016. This policy is to be applied until further notice. It is the CEO's responsibility to invite the Board to initiate changes to it whenever needed.