



# FUNDRAISING AND DONATION POLICY TRANSPARENCY INTERNATIONAL UKRAINE



Kyiv 2017

## **Scope**

This policy primarily concerns individuals empowered for fundraising and donation management activities at Transparency International Ukraine (TI Ukraine) - the Board of Directors, Executive Director, Chief Operating Officer and the Fundraiser.

Guidelines listed further also concern each member of TI Ukraine team, employed, working as an expert or consultant and anyone else engaging in fundraising activities for the organization occasionally.

## **Purpose**

The purpose of this document is to identify TI Ukraine's position on fundraising practice and to document the standards and procedures expected in raising funds and managing donations.

## **Article 1. General Provisions**

- 1.1 Transparency International Ukraine is funded through diverse sources: foundations, international organizations, governmental agencies, businesses and individuals.
- 1.2 Donations, grants, and other income sources enable TI Ukraine to fight corruption. TI Ukraine secures the funding necessary to undertake its vital work. Secure and diverse funding enables TI Ukraine to maintain its independence, protect its reputation and operate effectively.
- 1.3 It is TI Ukraine's policy to accept funding from any donor (whether monetary or in kind), provided that this acceptance does not impair our independence to pursue our mission or endanger our integrity or reputation.
- 1.4 TI Ukraine can receive funding from businesses. This does not imply any endorsement of a donating company's policies or record. TI Ukraine may request that corporate donors sign a commitment to integrity before any donation from that company is accepted.
- 1.5 TI Ukraine lists all donations over € 1,000 and publicly discloses them, including in its Annual Report and on its website. TI Ukraine does not accept donations from companies that have been found to have engaged in corruption unless the company can demonstrate that this was a violation of the company's policies, that the breach of these policies is being addressed in an appropriate manner, or that its policies have been amended to prevent a similar violation in future.
- 1.6 If there is a significant risk that receiving funds from a particular source would impair TI Ukraine's independence or if there is a significant risk to TI's reputation from public association with the donor, then funding from that source will not be accepted by TI Ukraine. Decision-making in cases that cause uncertainty or doubt is carried out through a meeting of the TI Ukraine Board that considers the issue at hand, and opines on the acceptability of such donation(s) via a vote and signing of the meeting minutes.
- 1.7 Any donation to TI Ukraine must be able to stand up to public scrutiny. A donor or contributor justifiably accused of having been involved in corruption (for instance according to a court ruling) may expect no protection from or lenience from TI Ukraine.
- 1.8 If any staff or Board member of TI Ukraine is concerned that there is a threat to TI's independence or reputation from donations already received, or about to be accepted, the person(s) should draw this to the attention of the Executive Director of TI Ukraine.
- 1.9 When amounts are more than \$10 000, Board of TI Ukraine will be consulted.

## **Article 2. General Fundraising Principles and Considerations**

2.2.1 Fundraising is understood to be the process of gathering voluntary contributions of money or other resources, by requesting donations from individuals, businesses, charitable foundations, or governmental agencies.

2.2 Grant application writing:

2.2.1 All project applications must be submitted in English, if not requested by donor otherwise.

2.2.2 All draft project applications must be submitted to a fundraiser by person in charge at least a week before the submission deadline.

2.2.3 Fundraiser needs to approve all project partners with Executive Director.

2.3 Acknowledgement:

2.3.1 All donors supporting TI Ukraine, should be acknowledged in its annual reports.

2.3.2 At least once a year cards recognizing donor input should be sent to donor organizations situated in Ukraine supporting TI Ukraine.

2.3.3 Fundraiser should send “thank you” letter to all the donors when contact details are available, regardless of the contribution amount.

2.4 Communications:

2.4.1 Fundraiser or project manager should invite donors to events that might be of interest and those funded by a particular donor organized by TI Ukraine.

2.4.2 Fundraiser should oversee that annual and financial reports as well as information about board composition, team, strategy, programs and projects is easy to find on organizational website.

2.4.3 Fundraising activities at TI Ukraine are done via various channels continuously. These channels include but are not limited to: direct meetings, grant applications, donor coordination events, open days, crowdfunding campaigns, etc.

2.5 Trading in influence and conflict of interest:

2.5.1 The organization shall not engage in trading in influence or in any activities that may even distantly be seen as a conflict of interest. No matter which funds are offered.

2.6 Other:

2.6.1 Fundraiser should not be compensated based on a percentage of the money raised.

2.6.2 Documents that should always be maintained by a fundraiser: donor list and contact base, list of grant opportunities, all submitted grant applications with expected answer date, list of donor meeting details (commitments, possible opportunities, etc.)

## **Article 3. Crowdfunding guidelines**

3.3.1 Crowdfunding is the practice of funding a project or venture by raising monetary contributions from a large number of individuals and smaller business entities. TI Ukraine engages only in donation-based crowdfunding; no refunds should be promised to or expected by funders.

3.2 The main crowdfunding rules are:

3.2.1 Crowdfunding campaign which is consistent with TI Ukraine’s mission can be launched on its website or through partner websites and platforms.

3.2.2 Separate banking account should be opened for a crowdfunding campaign.

3.2.3 Separate page should be developed to support a campaign.

3.2.4 Campaign description, expected amount for funding and due date should be published.

3.2.5 Calls for campaign support should be disseminated only through credible sources and by people or organizations without corruption suspicions.

3.2.6 Name and contact details of responsible person for the crowdfunding campaign should be published on its page.

3.2.7 Whole amount of money gathered by crowdfunding activities should be spent for the needs indicated in a campaign description or statute activities.

3.2.8 Report of the money received and spent should be published weekly.

3.2.9 TI Ukraine may cooperate with a Ukrainian or international platform to conduct a crowdfunding campaign, in this case description guidelines and reporting rules of the platform will be used.

#### **Article 4. Guidelines on corporate funding**

4.1 Corporate fundraising is income generated through a partnership with a commercial organization, which may provide money, skills or other resources to the organizational cause.

4.2 The main corporate funding rules are:

4.2.1 TI Ukraine only accepts philanthropic sponsorships in which the sponsor benefits through press releases, annual report recognition with no promotional or marketing rights associated with their contribution.

4.2.2 TI Ukraine also accepts media sponsorships which would allow it free use of media resources provided by sponsor with no obligations for TI Ukraine.

4.2.3 TI Ukraine will not accept any support that implies or requires endorsements of products.

4.2.4 If donation of more than \$1000 is offered, fundraiser needs to consult with the Executive Director whether the donation can be accepted.

4.2.5 If donation of more than \$10000 is offered by business or private individual, the Board of TI Ukraine should approve whether such gift can be accepted

## Article 5. Areas of responsibility

<b>Step</b>	<b>BoD<sup>1</sup></b>	<b>ED<sup>2</sup></b>	<b>COO<sup>3</sup></b>	<b>Fundraiser</b>	<b>PM<sup>5</sup></b>
Approving large amounts of donations <sup>5</sup>	X	X	X		
Fundraising is one of main functions within organization	X	X		X	
Leading communication with donors				X	
Meeting with donors		X	X	X	
Constant monitoring of funding opportunities				X	
Announcing funding opportunities to team members				X	
Preliminary drafting the project application, budget					X
Adopting the draft project application, budget to donor needs and priorities				X	
Final approving of project application and budget before submission			X		
Adopting the draft project application, budget to donor needs and priorities				X	
Preparing and submitting the project application to the donor				X	
Following-up with donors				X	

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<sup>1</sup> Board of Directors

<sup>2</sup> Executive Director

<sup>3</sup> Chief Operating Officer

<sup>4</sup> Program/Project Manager

<sup>5</sup> As stated in other parts of this document