



Fundraising Policy

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Approved by the International Board	June 2023
Next review	June 2026

1. Purpose and scope of this policy

1.1. This policy outlines World Animal Protection's approach to fundraising planning and activity.

1.2. The primary objective of this policy and all associated procedures is to ensure that our fundraising is always:

- in line with applicable legal requirements
- honest
- open and respectful
- builds trust in our organisation and
- contributes to our ability to deliver our mission.

1.3. Scope of policy

- It applies directly to World Animal Protection, including our branch and subsidiary members (Group) and all World Animal Protection employees, agency workers, consultants, self-employed contractors, volunteers and trustees undertaking fundraising activity for World Animal Protection.
- Group members should ensure the policy reflects local requirements in addition to the principles we set out.
- Our affiliate members will have their own fundraising policy and procedure monitored by their independent board and regulators. However, affiliate members are welcome to use all or part of this policy and procedure.
- Fundraising includes a range of activities designed to engage individuals and organisations and institutions (such as governments or other agencies) to start or continue giving ('giving a financial contribution or a service or item or property with a specified value that is independently evidenced to support audit requirements'). For instance, in the UK, that includes all activities covered by the Code of Fundraising Practice.
- Figures used throughout this policy are in USD\$ and can be translated into the relevant local equivalent and where noted there is flexibility for offices to define market definitions.

2. Policy Statement

2.1. Our fundraising will reflect our values and behaviours, put our supporters (individuals, businesses and other organisations giving to us), and our mission for animals, at the heart of what we do. We will do this by always:

- making it clear what we are fundraising for
- using data in the way we said we would
- making sure we only use money for what we said we would
- putting our supporters at the heart of what we do - when we are developing strategy, creating communications, responding to and learning from complaints and evaluating our organisational performance and our impact for animals
- processing, recording, thanking and reporting on the impact of giving appropriately, in a way that reflects each donor's wishes, our commitments and the type and level of support received
- treating the public fairly and with respect. We will never pressurise anyone, especially those who might be more vulnerable.

2.2. We will protect vulnerable supporters by:

- being transparent and honest with our donors and we will treat them fairly, enabling them to make an informed decision about any donation
- enabling our employees (or suppliers engaged by us) to consider the needs of any potential donor who may be in vulnerable circumstances, or need additional support to make an informed decision
- ensuring we do not knowingly and intentionally exploit the apparent lack of knowledge, need for support or vulnerable circumstance of any donor
- providing guidance to ensure colleagues can recognise, and are sensitive, when they are engaging with vulnerable people, including the CARE model check-list (Comprehend; Assess; Retain; Evaluate). Our Safeguarding Policy which also references protecting vulnerable people can be found on Compass.

2.3. We will grow our income sustainably and securely by:

- fostering a fundraising culture, where every leader has a role to play in ensuring fundraising is valued and helping fundraising efforts is owned in the teams that they lead through to actively raising the profile of World Animal Protection in networks where potential and existing donors will see us through; meeting with donors and ensuring the effective use of their

donation or grant and ensuring we have a balanced portfolio of mission delivery to drive growth and ultimately change for animals

- matching our mission goals and re-investing a proportion of the donations we receive to make sure we can deliver our animal protection work now and into the future.
- makes the most of opportunities, managing risk and maximising return when we re-invest donors' gifts into fundraising
- protecting and broadening our donor base and exploring new income opportunities
- approaching this in a collaborative and evidence-based way across our teams and network
- ensuring safe and secure donation handling to protect the organisation from fraud or theft and to assure donors that their donations and gifts are used for the purpose for which they were given
- aligning our income generation with who we are and the spirit of our strategy, both in the way that we acquire and retain new supporters and the type of supporters we engage

2.6. We take responsibility for our fundraising and we will:

- carefully consider our fundraising decisions, ensure that we have the right approvals internally and act in line with World Animal Protection's values, behaviours and brand.
- strive to achieve recognised best practice, working with relevant regulatory bodies, and we will work hard to build trust by being transparent about our fundraising and how donations are used to support our mission.
- ensure that our contracts and relationships with partners and suppliers support and comply with the principles in this policy, and our policy framework, including our Procurement Policy.
- ensure if something does go wrong or a complaint is received, we will make sure we handle any concerns promptly and sensitively.

2.7. This policy is supported by a framework to guide colleagues developing plans for fundraising and to support colleagues who fundraise or provide support for or oversight of our fundraising.

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