Fundraising policy

1. Purpose

Reach for Change has an ambitious 2030 strategy. To continue to develop as an organization and meet these strategic targets, fundraising from a range of different external donors is required. In conducting fundraising activities, transparency, accountability and professionalism must underpin all internal processes and communications. This is not only important in terms of meeting external standards and codes within the wider non-profit sector, but also in terms of building trust among our donors and holding the organization to high ethical standards. This policy therefore outlines Reach for Change's standard approach to fundraising and management of external donations from different types of donors.

2. Scope

This policy applies to all Reach for Change operations.

3. Policy statement

All fundraising activities at Reach for Change must be conducted in a transparent, accountable and professional manner and in line with organizational strategy, values and targets. Reach for Change works in partnership with those who support the organization and highly values the donations made that make working towards our vision possible.

4. Adherence to external standards and codes

Reach for Change is a holder of a controlled fundraising account, the so-called 90-Account from the Swedish Fundraising Control (Svensk Insamlingskontroll). These 90-accounts are "a mark of quality that shows that organization is subject to independent monitoring and control, that fundraising is done in an ethical and responsible way and that donations and contributions go to the intended aim without unreasonable costs"[1]. As a 90-account holder, we guarantee that a minimum of 75% of our organization's total income goes towards charitable causes. Our adherence to Swedish Fundraising Control standards is monitored annually through the submission of formal reports as well as our standard external auditing procedures.

[1] https://www.insamlingskontroll.se/wp-content/uploads/2021/06/What-being-an-organisation-with-a-90-account-means.pdf

Reach for Change is also a part of the professional membership body the Swedish Fundraising Association (Giva Sverige). As a member of the Swedish Fundraising Association, Reach for Change is required to follow the "Quality Code" which covers a range of standard requirements within internal control and governance[2]. In accordance with this code, Reach for Change publishes its Social Impact Report on an annual basis and ensures its compliance with the association's guidelines for impact reporting[3].

5. Donor rights

A) From whom does Reach for Change raise funds

A donor can be an individual or a legal entity. At time of writing, Reach for Change raises the majority of its funds from the latter (legal entities such as institutions, foundations, corporations) and many applicable processes and rights in these cases are laid out in respective grant agreements and contracts. The organization does not currently engage in wide-scale individual giving campaigns. However, the possibility of individuals donating to Reach for Change does exist and therefore this fundraising policy refers to all individuals or legal entities contributing with voluntary financial or pro-bono support as "donors".

B) Donors' rights

Reach for Change follows the Swedish Fundraising Association's basic principles for fundraising[4]:

- A donation is always voluntary
- A donor's wish to remain anonymous, where relevant, must be respected
- If a donor wishes to stop receiving appeals for donations, this wish must be respected
- The organization should be transparent that administration costs are involved in a donation and must not misrepresent the amount that will go towards the charitable cause
- Confirmation of a donation should not be sent out with an invoice or paying-in form, if the donor has not ordered it
- If an item is sold with the information that a certain amount of the sale goes towards a charitable cause or organization, it must be clear how much. However, this is not currently part of Reach for Change's fundraising strategy.
- The principles of the Marketing Act should guide all fundraising activities and good marketing practices should be observed by all non-profit organizations

[2] https://wwwgivasverigese.cdn.triggerfish.cloud/uploads/2021/08/riktlinjer-for-intern-kontroll-och-styrning-ordinarie-medlem_juni2021.pdf
[3] https://wwwgivasverigese.cdn.triggerfish.cloud/uploads/2020/04/giva-sverige-riktlinjer-for-effektrapportering-20-april.pdf
[4] https://wwwgivasverigese.cdn.triggerfish.cloud/uploads/2019/07/vergripande-riktlinjer-fr-insamling-uppdaterad-2019.pdf

- Fundraising campaigns must not be directly targeted at children under the age of 16. Children under the age of 16 must not be encouraged to participate in fundraising work unless their commitment and willingness to do so is clear.
- When fundraising from the public, fundraisers must clearly identify themselves and should be able to share information upon request regarding how the organization processes and controls donations. If a permit is required for fundraising at a certain event or location, the fundraiser must be in possession of one.
- If an organization receives a donation that is obviously intended for another recipient, the donation must be transferred immediately. In case of doubt, the donor should be contacted for further information.
- The donor must always be informed and given a reason if an organization has decided to reject a donation or wants to use it for a different purpose than previously communicated.

6. Our fundraising strategy and process

A) How Reach for Change fundraises

As noted under 5A, Reach for Change raises funds from individuals, foundations, corporations and institutions. Our processes for fundraising differ according to the legal personality of the donor.

For larger donations and grants, we engage in strategic or project-based partnerships with donors. These partnerships are established through responses to a specific call for proposals/tender on behalf of the donor, or through more targeted, ad-hoc cultivation by Reach for Change staff. Once a contract or agreement has been signed, the delivery of specific programs or activities is conducted in line with the specific conditions agreed between Reach for Change and the donor.

Fundraising from individuals occurs on a more ad-hoc basis and is mostly processed via external fundraising platforms and websites.

B) Types of donation

Reach for Change accepts earmarked and unearmarked donations (also commonly known as restricted and unrestricted). **Unearmarked** donations, i.e. those not tied to the delivery of a specific program or initiative, are especially strategic and valued by our organization. These donations, in the form of either one-off payments or multi-year partnerships, are invested in the ongoing development of the organization and its capacity to reach its 2030 strategic goals. The investment of these types of funds may change over time depending on the needs of the organization.

There is also a possibility for individuals, corporations, foundations and institutions to **earmark** their donations or funding. In these cases, funds are restricted for use in specific projects or initiatives delivered by the organization. These earmarked funds are either kept in separate accounts and/or are treated separately in bookkeeping, according to what has been agreed with the donor. Reach for Change does not double-finance projects (i.e. use funds from more than donor to finance the same project expenses) as laid out in the organization's Anti-Corruption Policy[5]. The organization reserves the right to decline an earmarked donation if its purpose is not compatible with the overall mission or activities of Reach for Change. Unless a donor informs Reach for Change that a donation should be earmarked for specific purposes, the donation will be treated as unearmarked as per the paragraph above.

Regardless of donation type, Reach for Change remains in contact with the donor and periodically reports on the allocation and spend rate of donated funds if such conditions have been laid out in an agreement or contract between the two parties. Reach for Change also reports on its total income and allocation of funding from external donors in its annual financial report and annual Social Impact Report.

As per Reach for Change's Investment Policy the organization only accepts donations in the form of bank deposits. Other forms of donations (e.g. securities, real estate) require a specific decision by the Board. Positions and actions regarding personal gifts to staff are covered by Reach for Change's Anti-Corruption Policy.

C) Due diligence

Reach for Change retains the right to reject a donation if the values and/or business of the donor is in conflict with Reach for Change's own. New partnerships will be evaluated on a case-by-case basis. A decision to refrain from entering a new partnership could be based on the fact that the donor/s:

- Are in breach of international human rights conventions (in particular the Universal Declaration of Human Rights, ILO Conventions, the Conventions on the Rights of the Child)
- Operate in contentious industries (e.g. weapons, tobacco, pornography)
- Are linked to the use of child labour
- Are linked to terrorist activities
- Openly question accepted scientific methods or principles
- Have undemocratic values and/or discriminate on the basis of gender, age, disability, ethnic identity or sexual orientation

Reach for Change is also able to reject a donation if it comes with conditions that the organization can't fulfill, or if the cost of receiving the contribution is more than the

[5] RfC policies are available publicly on our website: https://reachforchange.org

contribution itself. Other reasons to reject a donation could be if it involves in-kind products or services not relevant to the organization's operations, or if there is reason to suspect that a donor (particularly those in vulnerable circumstances) has not been able to make an informed decision about their donation.

D) Questions and complaints

Reach for Change is committed to open and transparent communication with all of its donors. If a donor wishes to make a complaint, they are encouraged to email partnerships@reachforchange.org and can expect a response within 72 hours. If the complaint is sensitive or involves a member of RfC staff, the complainant is advised to follow the organisation's Whistleblowing Policy.

7. Handling of personal information

Reach for Change handles all personal information in line with the General Data Protection Regulation. This means that personal data provided to the organization may only be used in our own internal processes for managing donations and for relevant communication purposes.

8. Use of images

The use of images in fundraising and communications activities is guided by RfC's existing Photo and Video policy.

8. Associated policies

- Investment Policy
- Code of Conduct
- Anti-Corruption Policy
- Whistleblowing Policy
- Photo and Video policy

This policy was adopted by the Reach for Change Board at the Board meeting in September 2022. 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.