

BHP Charity Conference 2024

The Code of Fundraising Practice and the Role of the Fundraising Regulator

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Fundraising Regulator

What we will cover

- Who we are
- The Code of Fundraising Practice
- Charity income
- Levy and registration
- Casework
- Proactive regulation



Who we are

The Fundraising Regulator is the independent regulator of charitable fundraising in England, Wales and Northern Ireland. We work to improve fundraising standards and build public trust.

Find out more:



Role of the Fundraising Regulator

- Set fundraising standards in the UK-wide Code of Fundraising Practice
- Consider complaints about charitable fundraising
- Maintain a public directory of organisations registered with us on our website
- Enable people to stop charity direct marketing using the Fundraising Preference Service (FPS)
- Respond to new issues

Scope of our regulation

- Charities registered with the **Charity Commission for England and Wales** and the **Charity Commission for Northern Ireland**
- Charities in Scotland where the lead regulator is the Charity Commission for England and Wales or Northern Ireland and the charity based in one of those countries
- Exempt charities (for example, universities in England)
- Other organisations with entirely or predominantly charitable, philanthropic and benevolent objectives (for example, community interest companies)
- Commercial agencies and other organisations employed by charities to raise funds for them, and online fundraising platforms

Charity income

- Some challenges but sector quite resilient
- Turnover £100 billion equivalent to GDP of a small country
- Over 1 million people employed and 1 million regularly volunteer
- £6 billion spent on fundraising
- £26 billion raised
- Large sums in rest of not for profit sector – Unregistered charities, CBSs, CICs,

Registration and the Fundraising Badge

- Charities and non-charities that carry out charitable fundraising in England, Wales or Northern Ireland can apply to register with us
- Registering shows commitment to fundraising in line with the code and our fundraising values
- Registrants can display the Fundraising Badge and are listed in our public directory



Registered with
**FUNDRAISING
REGULATOR**



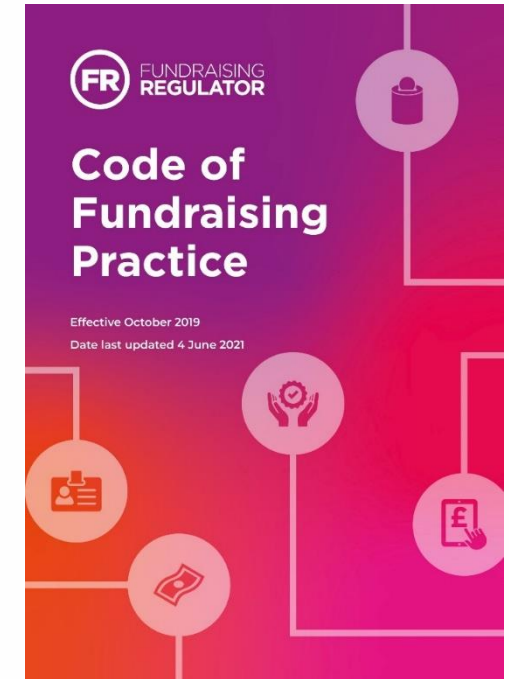
Levy

- We are self-funded by the charity sector.
- Charities pay registration fees scales in line with their fundraising activity spend each year.
- In 2024, the levy has increased for everyone this year for the first time since 2016.
- Levy review allows us to continue to support charities into the future and helps ensure a positive environment for fundraising to prosper.



Code of Fundraising Practice

- Sets the standards for fundraising by all UK charitable institutions and third-party fundraisers
- Trustees have ultimate responsibility for fundraising activities, though they may delegate day-to-day operations to staff
- You must train and monitor staff and volunteers if the standards are relevant to their responsibilities



Fundraising values

Four values underpin all the code standards:

- **Legal:** meet the requirements of the law
- **Open:** be open with the public and be willing to explain if asked for more information
- **Honest:** act with integrity and not mislead the public
- **Respectful:** demonstrate respect when fundraisers have contact with any member of the public



Review of the Code of Fundraising Practice

- First full review since October 2019
- Much has changed since then:
 - Technology
 - Legislation
 - Fundraising behaviour
 - Societal change



Timeline of code review



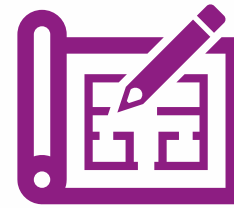
Call for
information:
autumn 2022



First
consultation:
autumn 2023



Consultation
analysis:
early 2024



Draft new
code:
spring 2024



Second
consultation:
Sept 2024



Launch new
code:
early 2025

New draft code

- New draft code based on stakeholder and consultation feedback
- Changes to code that we'll consult on include:
 - More principles-based framework
 - Rules where we're not the lead regulator presented differently
 - New rules added and some existing rules amended
 - Improved accessibility and clarity



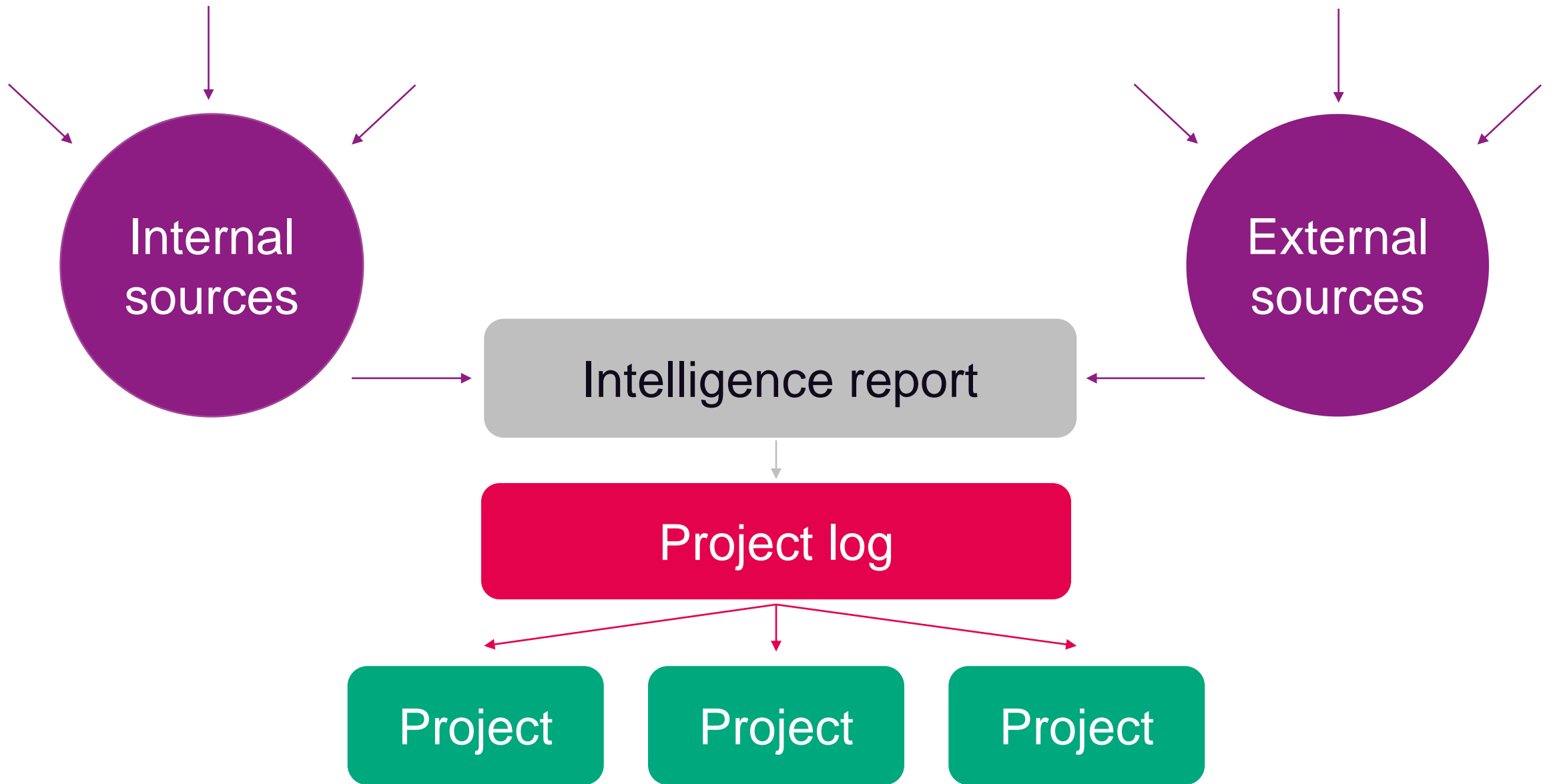
Casework

- Support charitable organisations to follow the code.
- Investigate complaints about fundraising where it has caused harm or has potential to cause harm.
- Aim to explore and establish facts and provide learnings.
- We receive over 100 complaints a month.



Proactive Regulation and Projects

- Why is proactive regulation important?
- Intelligence gathering
- Proactive projects
 - Market inquiry: subcontracting in face-to-face fundraising
 - Marketing of child sponsorship
 - Regulatory gaps



Types of fundraising: face-to-face



Exposed: Our hidden camera uncovers exploitation and pressure-selling at direct sales firm

Wearing a hidden camera, our undercover reporter got a job at a door-to-door sales operation accused of cult-like practices

Fundraising Regulator
Market Inquiry

Subcontracting in face-to-face fundraising:
Post-workshop report

March 2024

Types of fundraising

- Prize-based
 - One of our top 5 most enquired about fundraising methods
- Legacy
 - Increasingly important source of funding £4 billion
- Digital fundraising and cashless giving
 - Charities may need to budget for investing in technology, training or working with specialists



Resources to support your learning

- Code of Fundraising Practice
- Guidance
- Investigation summaries
- Case studies and tips in complaints report
- Webinars
- Code Advice Service





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Any questions?