



FUNDRAISING POLICY
THE ZOOLOGICAL SOCIETY OF IRELAND

ADOPTED BY THE BOARD OF DIRECTORS
ON 19 NOVEMBER 2020

Fundraising Policy

1 Introduction

The Zoological Society of Ireland (the “**Charity**”) is a registered charity (RCN 20003715) which holds a charitable tax exemption (CHY 2964) and section 848a donations relief.

The Charity is committed to ensuring adherence to all relevant laws and best practice guidance in relation to its fundraising activities. The purpose of this Fundraising Policy is to summarise the Charity’s approach to fundraising, which has been discussed and approved by its charity trustees.

This Fundraising Policy confirms the Charity’s adherence to the Charities Regulatory Authority’s Guidelines for Charitable Organisations on Fundraising from the Public (the “**CRA Guidelines**”). The policy also includes and incorporates the Charity’s Donor Charter and Complaints Policy in respect of fundraising complaints.

2 Fundraising Principles

The Charity is committed to ensuring compliance with the following principles when carrying out its fundraising activities:

- **Respect** – the Charity respects the rights and dignity of donors and members of the public and does not fundraise in an unreasonably persistent or obtrusive manner;
- **Honesty and Integrity** – the Charity’s fundraising activities are carried out in an honest and truthful manner. The Charity ensures that charitable donations and gifts are only used for the purposes for which they were intended to be used by the donor.
- **Transparency and Accountability** – the Charity carries out its fundraising activities in an open and transparent way and ensures that the purpose for which the Charity is fundraising is clearly identified. All donors are provided with sufficient information in order to make informed decisions about any prospective donations.

3 Donations

The charity trustees are committed to ensuring compliance with the CRA Guidelines relating to donations. The charity trustees acknowledge the importance of respecting the principle of donor intent in relation to all donations received by the Charity.

The charity trustees, and the Charity’s employees who are responsible for fundraising, will ensure that:

- the Charity accurately describes the purpose of any fundraising carried out by it;
- donations received are used to further the Charity’s charitable purpose; and
- where donations are made for a specific purpose, the donor’s request is honoured.

In addition, the Charity will ensure that, when seeking donations from members of the public, the Charity's registered charity number (20003715) is clearly identified.

4 Complaints Policy and Procedure

The Charity's Complaints Policy in respect of fundraising is incorporated within this Fundraising Policy.

The Charity has transparent procedures in place so that interested parties can inform the Charity of any concerns, questions or comments that they may have in relation to the Charity's fundraising activities.

The Charity is committed to addressing any such correspondence received in a prompt and timely fashion.

5 Responsibilities of the Charity Trustees

Accountability for adherence to the CRA Guidelines lies with the charity trustees. The charity trustees delegate day-to-day management of fundraising to employees. Where the charity trustees delegate in this way, they ensure that:

- Any delegation is clearly documented, understood and implemented;
- There are checks in place to ensure that the delegated authority is exercised correctly;
- There are clear reporting procedures in place;
- The charity trustees receive full and documented reports on agreed issues to ensure appropriate oversight by them;
- All management and staff adhere to the CRA Guidelines;
- The Complaints Policy is understood and followed; and
- All fundraising strategies and operations are reviewed on a regular basis.

6 Responsibilities of Management

When fundraising activities are delegated to management by the charity trustees, those who are tasked with the fundraising activities are expected to read and implement the CRA Guidelines.

In particular, management will ensure that:

- Fundraisers, suppliers and contractors are informed about, and contracted to adhere to, the CRA Guidelines in their fundraising work for the Charity;
- Payments to any third party fundraisers are not excessive;
- Suitable training and support is in place to enable fundraisers to comply with legal requirements and the CRA Guidelines;

- Fundraisers can communicate the charitable purposes of the Charity and the specific fundraising events being carried out;
- No misleading or ambiguous information is published about the Charity in its fundraising materials.

7 Responsibilities of Third Party Fundraisers

The Charity will endeavour to ensure that any person fundraising on behalf of the Charity will conduct himself or herself in an honest and ethical way.

The Charity understands that it should be made clear whether a particular fundraising activity is for the benefit of the Charity's charitable purposes in general, or for a specific purpose of the Charity.

8 Data Protection

The Charity commits to adhering to all applicable data protection legislation and, in particular, to the proper handling and processing of personal data.

9 Financial Transparency and Accountability

The charity trustees will ensure that the Charity is in a position to provide a full financial account of every fundraising event, as required by the CRA Guidelines.

The charity trustees confirm that records will be kept of any donations made for a specific purpose and such donor intent will be respected.

The charity trustees will use all funds reasonably and prudently in the interests of the Charity.