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The Fundraising Review

Briefing for HTF

Professor Paul Palmer





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A Difficult Summer!

- Olive Cooke and the Daily Mail
- PM response - The “Etherington Review” – cross party
- Short timetable – but evidence based.
- Published in September
- Trying to balance self v statutory regulation
- Likely implementation in 2016 by Executive order





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Principal Recommendations

- *The abolition of the Fundraising Regulation Standards Board and replacement with a new Fundraising Regulator;
- *Transferring the Code of Fundraising Practice from the IoF to the Fundraising Regulator;
- *Merger of the Public Fundraising Agency and IoF with all regulator functions transferred to the Fundraising Regulator;
- *A new Fundraising Preference Service to allow donors to opt out of all fundraising communications;
- *A new opt in system for communications with donors;
- *The new Fundraising Regulator should be funded from a levy of all charities that spend more than £100,000 on fundraising.





Issues for the Honorary Treasurer (1)

- Financial
- Income - need to review projections – “ a crowded market”? – implications of opt in could see fall in donor numbers? – either way “prudence” until market settles down and trends established.
- Cost – need to have systems and reporting in place – cost of new regulator





Issues for the Honorary Treasurer (2)

- - Ethical
- - Risk Register and Reputational Risk- this is happening now!
- Diabetes UK Pedometer Campaign: FRSB findings last Thursday:-
 - Misleading Contacts
 - Not allowing individuals to opt out
 - Not processing data fairly and lawfully
 - Disguising misleading calls as administrative processes

