

BEDFORD ROW FAMILY PROJECT

CHY NO. 13486

GUIDING PRINCIPLES FOR FUNDRAISING

GENERAL PREAMBLE:

The Board of Bedford Row Family Project resolves to adopt the **Statement of Guiding Principles for Fundraising** and confirms that we are committed to complying with the Statement.

In this document, where the terms 'We', 'we', 'Our', 'our', 'us' or 'Bedford Row' are used, they refer to Bedford Row Family Project.

Where the term 'Principles' is used, (capitalised), it refers to the 'Statement of Guiding Principles for Fundraising', as advised by www.ictr.ie.

We may expand on these commitments as befits our vision and mission statements in the future.

Note that these Guidelines should be read in conjunction with **1): Bedford Row Family Project – Financial Procedures**, as described in our Policies and Procedures Manual, and amended in accordance with new legislation, and **2): Bedford Row Memorandum and Articles of Association - 2014'**.

It is the responsibility of the Project Leader to keep abreast of developments in this area and recommend amendment of these Guidelines if necessary, advising senior Officers of Bedford Row Family Project, e.g. Chairperson, Treasurer, Secretary and/or Project Accountant of such amendments and/or updates.

CONTENTS:

	SECTION	PAGE
SECTION A:	ADOPTION OF THE STATEMENT OF GUIDING PRINCIPLES FOR FUNDRAISING	2
SECTION B:	DONOR CHARTER`	3
SECTION C:	CERTIFICATE OF COMPLIANCE	5
SECTION D:	TABLE OF COMPLIANCE	8
SECTION E:	CASH & NON-CASH HANDLING	9

SECTION A: ADOPTION OF THE STATEMENT OF GUIDING PRINCIPLES FOR FUNDRAISING

We will endeavour to:

1. Adhere to the core principles of respect, honesty and openness by:
 - 1.1 Respecting the rights, dignity and privacy of supporters, clients and beneficiaries.
 - 1.2 Answering reasonable questions about fundraising activity and fundraising costs honestly.
 - 1.3 Making information about our purpose, activities and governance available to the public.

2. We will demonstrate our commitment to donors by:
 - 2.1 Agreeing and making known a Donor’s Charter (see Section B) consistent with the Principles containing commitments regarding the causes for which the charity is fundraising, the use of donations, and disclosures regarding the status and authority of those soliciting donations.
 - 2.2 Operating a complaints and feedback procedure.

3. We will maintain high standards of fundraising practice by:
 - 3.1 Ensuring that fundraisers are committed to the highest standards of good practice by providing information and training on the Principles.
 - 3.2 Ensuring that fundraising activities are respectful, honest, open and legal and that images and messages are chosen and used in accordance with the Principles.
 - 3.3 Having a policy in place regarding the management of volunteer fundraisers.

4. We will be financially accountable by:
 - 4.1 Publishing an Annual Report and statement of Annual Accounts, including a statement of compliance with the Principles.
 - 4.2 Making sure that there are appropriate internal financial and management controls in place.
 - 4.3 Making sure that all donations are recorded and that our records comply with data protection legislation.

5. We will ensure that Board of Directors and Senior Management take responsibility for implementing and adhering to the Principles by identifying any risks that may arise and ensuring appropriate mechanisms are in place given the size and complexity of the organisation to manage and deal with those risks.

Signed, on behalf of Board of Directors and Staff of Bedford Row Family project:

Member/Director

Member/Director

NAME (POSITION): _____
TRACIE TOBIN (CHAIRPERSON)

VINCENT BYRNE (TREASURER)

Dated: day of 2014

SECTION B: DONOR'S CHARTER

Bedford Row Family Project shall agree and make known our **Donor's Charter** which will include the following commitments. This Section should be read in conjunction with Section C, Certificate of Compliance, below.

Donors

Donors have the right to be assured that their gifts will be used for the purposes for which they were given.

We respect the rights of donors to be informed about the causes for which we are fundraising; to be informed about how their donation is being used; and to have their names deleted from mailing lists or databases if so requested.

Use of donations

In raising funds, we will accurately describe our activities and needs. Our policies and practices will ensure that any donations received will be used solely to further our mission.

Where donations are made for a specific purpose, the donor's request will be honoured. If the charity invites the general public to donate to a specific cause, then the charity will have a plan for handling any shortfall or excess.

Disclosure

Donors have the right to be informed of the status and authority of those soliciting donations; for example, we will inform donors if fundraisers are employees of the organisation or third party agents.

Organisational Independence

We will record and publish in our Annual Report and the Statement of Annual Accounts details of individual gifts, including gifts-in-kind; where we judge that those gifts may be construed to have the potential to influence the independence of our decision making.

Where anonymity is requested by a donor this will be respected if the donation is accepted, however we may record and publish other details of the gift such that anonymity is preserved.

Third party fundraisers

We will seek to ensure that any donations sought indirectly, such as through third party agents, are solicited and received in full conformity with our own standards and practices.

This will normally be the subject of written agreement between the parties.

Volunteer fundraisers

Our Board and any sub-committees of same, as well as staff and other management personnel shall ensure that we have a policy for our activities involving volunteers, including our relationship and communications with volunteers and how our volunteers are managed. (See also Section E, Cash and Non-Cash handling, below)

Complaints and Feedback procedures

We will put in place procedures to enable interested parties to notify us of their wishes, comments and complaints. These procedures will include systems to ensure that all feedback (including especially any complaints) are responded to and addressed within a specified timeframe.

Public or donor queries or complaints should, in the first instance, be addressed directly to Project Leader, Bedford Row Family Project. Where our response does not satisfy the complainant, s/he will make the complaint directly to the Board of Directors.

We actively encourage that allegations of illegality made by any member of the public in respect of any aspect of fundraising, collection of money or disbursement/expenditure of funds in or by Bedford Row be conveyed immediately to An Garda Síochána, Henry St., Limerick as soon as is practicable.

Financial controls

Our internal financial control procedures will ensure that all funds are used effectively and will minimise the risk of funds being misused. We will follow the principles of best practice in financial management.

An Annual Report and a Statement of Annual Accounts figures will be freely available, without delay, for perusal by members of the public on request.

Human resources

Our human resource policies will conform fully to relevant national and international labour regulations. These policies will seek to apply best practices in terms of employee and volunteer rights and health and safety at work.

Equality

We adhere to all equality legislation, actively promote inclusiveness, and we will not tolerate discrimination in any form.

Appointment of External Auditor

Our Board of Directors shall appoint an external auditor or independent examiner as appropriate to audit the annual accounts. 'Appointment of Auditors' will be an item on the Agenda of the Annual General Meeting.

We adhere to the requirement of the Revenue Commissioners that charities with an annual income of €100,000 or above must have audited accounts.

Should our income fall below €100,000 per annum, we hereby declare that we will have our accounts examined by an independent person approved by the Regulatory Authority.

Signed, on behalf of Board of Directors and Staff of Bedford Row Family project:

Member/Director

Member/Director

NAME (POSITION): TRACIE TOBIN (CHAIRPERSON)

VINCENT BYRNE (TREASURER)

Dated: day of 2014

SECTION C: CERTIFICATE OF COMPLIANCE

General Preamble

The 'Table of Compliance' (Page 8) denotes the full compliance of Bedford Row Family Project with the Principles.

We commit that the responsible post holder(s) will sign the checklist in the Table of Compliance annually.

This will serve to meet our social and legal requirements to comply with the Principles. It will be done at our Annual General Meeting, and will, from, and including AGM 2013, to be held on 20 May 2014, be an item on the Agenda.

We will keep a record on file and, if necessary, each point will be clarified, supported by documentation or queried by the responsible post holder, and then signed.

The record will be available for external review/audit for a period of 6 years.

A report on Compliance with the Principles will also appear in our Annual Report.

Hereunder are the specific commitments to which the Board of Bedford Row Family Project pledges:

- 1 Compliance with the Statement:** We commit to comply with the Statement of Guiding Principles for Fundraising
- 2 Statement in Annual Report:** We have a statement that we have complied with the Statement of Guiding Principles for Fundraising in our Annual Report
- 3 Public Statement:** We have a public statement to that effect on our website and it is available for perusal in our Centre in Lower Bedford Row, Limerick.
- 4 Donor Charter:** We have a Donor Charter on our website and it is available for perusal in our Centre in Lower Bedford Row, Limerick.
- 5 Reporting Plan:** We have a reporting plan in place to report to the Board and all stakeholders on fundraising and disbursement/expenditure of funds.
- 6 Integration:** Our fundraising is integrated with our regular financial reporting and is referred to in our Annual Report.
- 7 Fundraising Planning:** We carefully plan all fundraising with specific goals and aims in mind and thereafter take care in monitoring how it is expended. Compliance with the Guiding Principles is considered at all stages of fundraising planning and budget preparation.
- 8 Evaluation:** We regularly evaluate our work when deciding on allocation of funds so that all funding received is expended in the most cost-effective manner possible. Evaluations are available on our website and for perusal in our Centre in Bedford Row Family Project
- 9 Shortfall:** We are acutely aware of our responsibilities towards our focus group and insofar as it is practicable and feasible we plan for shortfalls when implementing programmes and projects. We also commit to utilising excess income in a manner that will directly benefit our focus group.

- 10 Third Party Compliance:** We ensure that our third party fundraisers, i.e. fundraisers other than employees of the organisation, for example volunteer fundraisers, or people or companies contracted by our organisation to fundraise on the organisation's behalf comply with the Principles.
- We have a policy on working with third party fundraisers. (Please see Section E, Cash and Non-cash Handling below).
- 11 Disclosure:** We fulfil the requirements for disclosure on all matters of fundraising to legitimate and *bona fide* stakeholders, including members of the public who request information.
- 12 Internal Communications:** We commit to ensuring that all internal communications with respect to fundraising or general financial matters is clear, timely, and transparent. We commit to follow up any queries, feedback, and complaints as soon as is possible following receipt of same.
- 13 Appointment of Lead Person:** The Lead Person with respect to the ongoing adherence to the Principles is the Project Leader. In any queries on adherence, the Project Leader is directed to report immediately to the Treasurer and Chairperson Bedford Row Family Project.
- 14 Dissemination of Information:** All relevant staff and volunteers are aware of the necessity to adhere to the Principles and have received information on same. We are committed to updating changes in legislation or practice when and where necessary.
- 15 Legal Requirements:** We are committed to at all times comply with current legal requirements in relation to Garda permits for collections in public places and all staff, volunteers and third party fundraisers are aware of such commitment.
- 16 Data Protection:** We adhere to all data protection regulation all staff, volunteers and third party fundraisers are aware of such commitment.
- 17 Advertising Standards:** We are committed to honest and fair description of our services and we adhere to all Advertising Standards Authority regulation. All staff, volunteers and third party fundraisers are aware of such commitment.
- 18 Images and Messages:** We are aware of, and take cognisance of the needs of our focus group that includes children and vulnerable adults, and we will not breach the Code of Conduct on Images and Messages
- 19 Recruitment:** We commit to the Code of Practice for the Irish Fundraising Forum for Direct Recruitment (IFFDR) and will adhere to same at all stages of the recruitment process of fundraisers.
- 20 Induction:** Staff induction of fundraising staff includes thorough briefing on the Principles and the necessity that they are to be adhered to at all times.
- 21 Volunteers:**
- a. **Policy:** We have a Volunteer Policy
 - b. **Induction:** We carry out Volunteer induction prior to deploying volunteers to ensure that they are fully aware of all our practices including those concerned with fundraising.
- 22 Unsolicited Fundraising:**
- a. **Without Our Knowledge:** If someone presents to us having already fundraised for the organisation without our knowledge we will take due care that the fundraising was done in a manner that is in keeping with the Principles, our overall Mission and Vision Statements, and our ethical norms. If the fundraising is in breach of any of the above the donation will be returned.

- b. Influence:** If we receive gift/s from named and/or anonymous donors of a size that could be construed as having the potential to influence the independence of the organisation's decision-making then these will be disclosed in the Annual Report and Financial Statements.
- 23 Updating of the Board:** It is vital to keep the Board informed of all fundraising ventures and plans, and we have a monthly Board Meeting where this is done. Project Leader has the responsibility to do this and will ensure that 'fundraising' is an item on the Monthly Board Meeting.
- 24 Finance Committee:** This is a sub-committee of the Board of Directors. Project Leader updates the Finance Committee of all fundraising ventures and will inform Treasurer, (the most Senior Officer who sits on the Finance Committee) of all updates in a timely manner.
- 25 Feedback and Complaints:**
- a. General:** Our Donor Charter commits us to having an accessible Feedback and Complaints procedure and we commit to adhering to same at all times.
 - b. Recording:** We will record all feedback or complaints and make same available for review by relevant staff and managers, including the Project Leader and Board.
 - c. Response:** All complaints and feedback will be responded to promptly and appropriately and where required, internal action is taken to address any issues identified as a result of the feedback in a timely manner.
 - d. Training:** Paid and voluntary staff are trained and informed as to how best to offer an *immediate* response to all feedback and directed to inform the Project Leader as soon as is practicable of same.
 - e. Audit of Feedback and Complaints:** All feedback and complaints that are recorded will kept and made available to be externally audited or examined
- 26 Monitoring Group:** We will initiate a Monitoring Group so that any requirements to update, amend or clarify the Principles, or any lessons learned about the need to devise further Codes, will be done in a timely manner. The Monitoring Group will consist of the Chairperson, the Treasurer, the Project Leader and any other Board or Staff member who feels that they have something to offer in this area.
- 27 Financial Reporting:** We have procedures in place for protecting and reporting on our organisational independence and we commit to ensuring that our financial statements and Annual Reports will be prepared in accordance with the Charities Act 2009 and any statutory regulations that will apply. This includes all Audit or Examination requirements.
- 28 Tracking:** We have a system in place to ensure that all donations are tracked and recorded and that Bedford Row Financial Protocols and Procedures are complied with at all times.
- 29 Electronic Security:** Our electronic security is of a high standard and is commensurate with our needs in respect of fundraising and disbursement/expenditure of funds.
- 30 Contact Points:** We have a variety of easily accessible contact options available to the public, including, a telephone land-line number, an email address, our website, staff mobile phones, and a postal address

SECTION D: TABLE OF COMPLIANCE

Hereunder is a **'Table of Compliance'** which will be signed annually (at our AGM) so that all commitments referred to in our **CERTIFICATE OF COMPLIANCE** (Pages 5 to 7 inclusive) are clearly denoted.

NOTES:

- No.** The Paragraph Number of each commitment in the Certificate of Compliance, Section C above.
- YES:** The Board agree to implement the commitment for the forthcoming year.
- NO:** The Board have decided NOT to implement the commitment at this time.
- N/A:** The commitment is 'Not Applicable' to Bedford Row Family Project.
- Clarification:** The rationale for **NO** or **N/A** will be written in this space by the signees.

No.	YES	NO	N/A	Clarification
1	√			
2	√			
3	√			
4	√			
5	√			
6	√			
7	√			
8	√			
9	√			
10	√			
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27	√			
28	√			
29	√			
30	√			

Signed, on behalf of Board of Directors and Staff of Bedford Row Family project:

Member/Director

Member/Director

NAME (POSITION): TRACIE TOBIN (CHAIRPERSON)

VINCENT BYRNE (TREASURER)

Dated: day of 2014

SECTION E: CASH & NON-CASH HANDLING

1. Handling Cash Donations

The key principles governing our cash handling procedures are:

- a. All cash (including cheques, postal orders, drafts, credit card and gift card donations) is recorded at point of entry and should be capable of being traced through to our bank account
- b. All cash is banked and acknowledged at the earliest possible opportunity.
- c. Cash is at all times to be counted by two staff members or two authorised persons.
- d. Cash is counted in a secure environment and held in a secure place until it is possible to bank it.
- e. Income summaries will be made at the point of counting for reconciliation with banking details at a later stage.
- f. Deductions must not be made from cash received. Expenses must be met (where previously agreed) after receipt of the cash.
- g. A receipt is given to the donor recording the amount of the donation, the donor's details, the source of the donation and the purpose for which the donation is being made (if relevant). If the total amount is not known at the point of handover, this should be recorded on the receipt as an estimate or noted as 'not yet counted'.
- h. Acknowledgements are issued, where requested and where practical, to third party donors e.g. a coffee morning participant, fundraising event sponsor etc. This serves to ensure that the donor receives official confirmation that their donation arrived and will be used for the purpose the donor intended.
- i. Records are made of all donations including taking note of those made for specific purposes to ensure donors' wishes are met.
- j. If we are unable to apply the donation for the specific purpose nominated by the donor we will immediately communicate with the donor and deal with that donation in a manner satisfactory to the donor which may include returning the gift.
- k. In principle it is best practice to acknowledge all donations however it may not be either practical or cost effective. A decision can be made as to the level of donations above which an acknowledgement to the donor is practical.
- l. All cash handlers must have suitable banking bags for counting and bagging up the money.

2. Banking

The procedures with respect to banking are as follows:

- a. Wherever possible, cash is banked immediately. Night safe facilities should be considered for large amounts banked outside working hours. Counterfoils are retained for the charity and the individual responsible for banking.
- b. Cash not banked immediately is placed in a sealed container in a secure place.
- c. If cash cannot be banked immediately, handling procedures should be agreed in advance.
- d. Cash is never left unattended or in an unattended environment. Money is banked the following day. For security two people should bank the cash, where practical.
- e. At the earliest possible date reconciliation is made between cash banked and income summaries. Where practical, this is undertaken by a person other than those involved in the counting and cashing up of the money.

3. Temporary Petty Cash Floats

This applies to Petty Cash Floats outside the Bedford Row Petty Cash box, and is only to be used on a temporary basis, e.g. *during* an event taking place, or prior to Petty Cash Box being accessible. [For day-to-day use of Petty Cash, see '*Bedford Row Family Project – Financial Procedures*'].

- a. Where a temporary petty cash float is necessary it is advisable to operate an 'imprest' system (see 'e' below). It must be done on the day it is required and ensure it can be reconciled to the total collected.
- b. Small amounts (typically < €30) that are signed for by a nominated individual are issued. Expenditure is recorded separately and receipts kept.
- c. During an event, activity etc. organiser will ensure that all fundraisers are informed that floats and any sale monies received are kept separate from the cash handler's personal money.
- d. No float is left unattended or in view at any time.
- e. Petty Cash Imprest System:
This requires that any petty cash spent is documented with petty cash docketts written for each amount issued.
 - i. When all of these docketts are totalled at the end of the period and deducted from the opening petty cash float, the calculated value must agree with what is left in the petty cash float.
 - ii. Under this system, only that which is recorded as spent is replenished. For example, if there is €40 in the float and €30 of that cash is spent, an amount of €30 will be then placed in the float to bring the balance back to €40.

4. Events and Cash Handling

The following guidelines are issued for cash handling at events etc. Of utmost importance is that one staff member who is competent and experienced in cash handling, events organisation etc. is deployed to have overall responsibility. He or she may be assisted by another staff member (who may be gaining experience) but it is important that there is only one person actually responsible.

Prior to the Event:

- a. Endeavour to sell any tickets prior to an event to reduce the need for cash collection on the day of an event.
- b. Make pricing of tickets or goods for sale sensible (for example, 50 cent, €1, €10, €100 etc.) in order to minimise cash handling. All tickets for sale are pre-numbered and sales and takings reconciled.
- c. Nominate one individual with overall responsibility for overseeing cash handling.
- d. Consider ways in which cash can be held securely, for example, through the use of money belts.

At the Event:

- e. Issue round quantities of tickets or programmes with sellers signing for the quantity received.
- f. Unsold tickets or programmes are returned and reconciled with the record of cash received from each seller.
- g. Discrepancies should be investigated without delay.
- h. To avoid sellers accumulating significant amounts of cash, pre-designated collectors should collect cash. Alternatively, secure cash-receiving locations should be available to sellers.
- i. Collections are recorded on a summary with a signature from the sellers signifying the amount of cash collected. In certain circumstances it may not be practical for cash to be counted at interim stages during the course of an event, however, a record that a collection has been made should be evidenced by signatures from both collectors and sellers.
- j. All final amounts including floats are collected and recorded from all locations at the end of an event.

5. Relations with Stakeholders

Hereunder are guidelines for relations with donors, third party fundraisers, and other stakeholders:

- a. Donors are encouraged to make donations by 1) cheque made payable to *Bedford Row Family Project* or 2) by credit card through our website, rather than cash.

- b. Donors are informed that they should NOT make a cheque payable to a named individual, i.e. staff member, Board member etc.
- c. Donors should be discouraged from sending cash donations through the post.
- d. Ensure that it is clear that donations should be sent to our Centre in Lower Bedford Row rather than to an individual fundraiser's home.
- e. Anyone considering fundraising on our behalf should let us know in advance as we will be able to provide support and assistance.
- f. If a donor organises an event on our behalf it will be his/her responsibility to ensure appropriate insurance cover for the event.
- g. Where a donor has conducted a fundraising event without prior notification, they should be informed of the value of informing us in advance for any future activities.
- h. If we are offered a cash donation at our Hospitality Centre, it will be placed in the box provided and the Project Leader or Information Officer will be informed without delay. If the donation is significant (>€10) the Hospitality Centre Staff member of Volunteer will request the name and number of the donor so that s/he can be thanked by Project Leader or Information Officer.

6. Relations with Volunteers

Hereunder are guidelines for our relationship with volunteer fundraisers:

- a. Volunteer cash handlers are given clear instructions from which to work. (See Paragraph 4 above also)
- b. All volunteer cash handlers have appropriate documentation from us authorising them to handle cash (such as an ID card, letter of authorisation).
- c. Volunteer cash handlers should be supervised by one of our staff members where possible.
- d. We will verify the competence and integrity of volunteer cash handlers in advance; where possible we will take up references.
- e. Where children are collecting money (for example, sponsored swims, bag-packing etc.) they are accompanied at all times by an adult, and the relevant documentation (sponsorship cards) in regard to pledged monies should be available for inspection by the sponsors.
- f. We will not request that children under 16 years take part in cash collections (This is illegal under that Street and House to House Collections Act 1962 as amended).
- g. We will ensure that adequate insurance cover is in place and that cash handlers understand and follow the conditions of that cover.

7. Other Pledges, Promises of Money etc.

Where non cash collections comprise the collection of 'promises of money', such as Standing Order or Direct Debit mandates this is known as 'Direct Recruitment' fundraising. This form of fundraising is supported by a Code of Practice devised by the Irish Forum for Direct Recruitment (IFFDR)¹, a charity led initiative established by participating charities in 2003. Under the Charities Act 2009 this form of fundraising requires a Garda permit. Responsibilities of the Charitable Organisation when engaging in Direct Recruitment Training for non-cash collectors must include measures to ensure that all Direct Recruitment fundraisers orally disclose to each donor who they are employed by, who they represent and that they are paid. This must be done by the fundraiser before the donor fills out the form and during the conversation (unless the conversation is terminated by the member of the public). Best practice is to include this information on the printed form given to the donor.

¹ The key points of the IFFDR Code are in www.iffdr.org.

We will comply with IFFDR guidelines in respect of non-cash donations.

- a. Other Non-Cash Donations: Non cash collections may also comprise cheques, postal orders, credit card gifts, gift cards or other means. They may be handed over in person at events or received through the post.
- b. Handling Postal Donations
 - i. If incoming post, addressed in general to Bedford Row Family Project, is opened by a staff member e.g. Administrator staff, and it contains cash or a non-cash donation the Project Leader, or in the absence of the Project Leader, the Information Officer or Social Worker, will be immediately informed.
 - ii. All post is recorded at point of entry with the amount evidenced by two signatures (this includes cash, cheques, drafts, postal orders, credit card or gift card donations).
 - iii. Any cash donations are removed and held in a secure location until they are banked.
 - iv. All donations are acknowledged within an agreed timeframe, for example within 48 hours (with an exception during particularly busy periods).

8. Fundraising

When we carry out a fundraising activity we will take responsibility for all aspects of the fundraising activity as it is implemented. To this end, we will:

- a. Ensure that all fundraisers wear identification badges at all times so that any potential donor can verify who they are, who they are working for and on whose behalf they are fundraising.
- b. Ensure our donor information and charity-branded material is kept secure at all times.
- c. Ensure that all fundraisers have agreed and appropriate support materials at all times.
- d. Provide a clear point of contact for supporters and the general public, including an initial point of contact with regard to any complaints or queries in line with our complaint procedures in our Donor's Charter.
- e. Deal sympathetically, courteously and promptly with any questions or complaints in line with our Donor's Charter.
- f. Manage the fundraising activity to ensure that approaches are undertaken in an appropriate manner. We will remunerate fundraisers on a scale that will avoid the incidence of pressure on a potential donor to donate. We keep abreast of how fundraisers are paid in particular where we engage a third party organisation to fundraise on our behalf.
- g. Be responsible for ensuring that compliance, in full, of our own Guidelines is maintained both by our own staff and third party fundraisers.
- h. Encourage continuous monitoring of compliance with our Guidelines.
- i. Be responsible for the recruitment, training and adequate supervision of all fundraisers.
- j. Ensure training is provided in person by an authorised and suitably qualified appointee of Bedford Row.