



## FUNDRAISING PRINCIPLES

The Ark has formally adopted the *Statement of Guiding Principles for Fundraising* and is committed to complying fully with all of its principles and obligations.

## PUBLIC STATEMENT

Commitment to Standards in Fundraising Practice:

The Ark is fully committed to achieving the standards contained within the Statement of Guiding Principles for Fundraising.

The Statement exists to:

- Improve fundraising practice
- Promote high levels of accountability and transparency by organisations fundraising from the public
- Provide clarity and assurances to donors and prospective donors about the organisations they support

The Ark has considered the Statement and believes we meet the standards it sets out. Where we have not complied with the Statement we have provided an explanation here.

The Ark's report on our fundraising activities is available in our most recent Annual Report which can be found here: <http://ark.ie/about/company-information>

We welcome your feedback on our performance via any of the contact points provided (see below).

## OUR PUBLIC COMPLIANCE STATEMENT

As a charity seeking donations from the public we The Ark aim to comply with the Statement of Guiding Principles for Fundraising:

- The Ark is committed to complying with the Statement for Guiding Principles for Fundraising and has formally discussed and adopted the Statement at a meeting of the governing body.
- The Ark confirms its commitment to the principles set out in the Statement of Guiding Principles for Fundraising by a statement to that effect in its annual report.
- The Ark has a Donor Charter which is consistent with the Statement of Guiding Principles for Fundraising.
- The Ark regularly monitors compliance with the Statement of Guiding Principles for Fundraising and compliance reports are received regularly by the governing body.
- The Ark considers the Statement of Guiding Principles for Fundraising when planning all fundraising activity.
- The Ark has a policy on working with third party fundraisers (if applicable).
- The Ark provides honest, open and transparent disclosure when fundraising from the public.

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## Statement of Guiding Principles for Fundraising

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- The Ark has appointed a member of the governing body and/or a senior member of staff to be responsible for compliance with the Statement of Guiding Principles for Fundraising.
- The Ark ensures that fundraising staff are provided with information and training on the Statement of Guiding Principles for Fundraising and its implementation.
- The Ark has a feedback and complaints procedure consistent with the Statement of Guiding Principles for Fundraising. Feedback is recorded for review by relevant staff including the Director and governing body. Feedback is responded to promptly and appropriately.
- The Ark prepares financial reports consistent with the requirements of the Charities Act 2009 which include a statement concerning the extent to which control of the organisation is independent of its funding sources.
- The Ark ensures that all donations are tracked and recorded and complies with data protection requirements.
- The Ark is accessible to the public through a number of readily available contact options.

### **DISCLOSURE STATEMENT**

The Ark is open about whether those seeking donations on their behalf are volunteers, employees of the organisation or are third party agents. Anyone fundraising on behalf of The Ark must ensure that prospective donors are aware of their status, i.e. volunteers, employees or third party agents.

### **OUR DONOR CHARTER**

As a charity seeking donations from the public we The Ark aim to comply with the Statement of Guiding Principles for Fundraising:

- Our pledge is to treat all our donors with respect, honesty and openness.
- We commit to being accountable and transparent so that donors and prospective donors can have full confidence in The Ark.
- We promise we will effectively apply your gifts to us for their intended purposes. We commit that you, our donors and prospective donors will:
- Be informed of the organisation's mission, and of the way the organisation intends to use donated resources.
- Be informed of the identity of those serving on the organisation's governing board, and that the board will exercise prudent judgement in its stewardship responsibilities.
- Have access to the organisation's most recent financial statements.
- Be assured your gifts will be used for the purposes for which they were given. Receive appropriate acknowledgement and recognition.
- Be assured that information about your donation is handled with respect and with confidentiality to the extent provided by law.
- Expect that all relationships with individuals representing the charity will be dealt with professionally.
- Be informed whether those seeking donations are volunteers, employees of the organisation or hired third party agents.
- Have easily available the agreed procedures for making and responding to complaints.
- Have the opportunity for any names to be deleted from mailing lists and to be informed if the organisation intends to share the mailing lists with third parties.
- Receive prompt, truthful and forthright answers to questions you might have of the organisation.

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### HANDLING FEEDBACK AND COMPLAINTS

The Ark is committed to ensuring that all our communications and dealings with the general public and our supporters are of the highest possible standard. We listen and respond to the views of the general public and our supporters so that we can continue to improve.

The Ark welcomes both positive and negative feedback. Therefore we aim to ensure that:

- it is as easy as possible to make a complaint
- we treat as a complaint any clear expression of dissatisfaction with our operations which calls for a response
- we treat it seriously whether it is made by telephone, letter, fax, email or in person
- we deal with it quickly and politely
- we respond accordingly - for example, with an explanation, or an apology where we have got things wrong, and information on any action taken etc.
- we learn from complaints, use them to improve, and monitor them at our Board meetings

### IF YOU HAVE FEEDBACK OR A COMPLAINT – STEP ONE

If you do have a comment about any aspect of our work, you can contact The Ark in writing or by telephone. In the first instance, your comment will be dealt with by our Director. Please give us as much information as possible and let us know how you would like us to respond, providing relevant contact details.

Write to: **Aideen Howard - Director, The Ark, 11a Eustace Street, Temple Bar, Dublin 2, Ireland.**

Tel: +353 (0)1 670 7788. (Phone lines are open Tuesday to Friday from 10:00 – 16:00)

Email: [aideenhoward@ark.ie](mailto:aideenhoward@ark.ie)

#### **What happens next?**

If you complain in person or over the phone, we will try to resolve the issue there and then. Similarly, if you complain by email or in writing we will always acknowledge your complaint within 7 days, and do everything we can to resolve it within 21 days. If this is not possible, we will explain why and provide a new deadline.

#### **What if the complaint is not resolved?**

If you are not happy with our response, you may get in touch again by writing to The Ark's Chair Catherine Byrne. The Chair will ensure that your appeal is considered at Board level and will respond within two weeks of this consideration by Board members.

### IF YOU HAVE FEEDBACK OR A COMPLAINT – STEP TWO

#### **Monitoring Group**

Ideally in the first instance you should address your complaint to the organisation as outlined above. You may however at any stage make your complaint in writing to the Monitoring Group who oversee charities compliance with the Statement of Guiding Principles for Fundraising.

Write to: The Chair, Charities Institute Ireland, 56 Fitzwilliam Square North, Dublin 2

Tel: (01) 5414770

#### **What happens next?**

You will receive confirmation of receipt of your complaint within 7 days. The Monitoring Group will consider complaints and will respond according to its own procedures.

This complaints procedure does not apply to The Ark's staff or agents.