

## The Ark Statement of Guiding Principles for Fundraising

### Principles

The Ark has formally adopted the Guidelines for Charitable Organisations on Fundraising from the Public and is committed to complying fully with all of its principles and obligations.

### Public Statement

The Ark is fully committed to achieving the standards contained within the Charitable Organisations on Fundraising from the Public, which you can read here:

<https://www.charitiesregulator.ie/media/1083/guidance-for-fundraising-english.pdf>

The Guidelines exist 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 Guidelines and believes we meet the standards it sets out. Where we have not complied with the Guidelines, 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, The Ark is committed to complying with the *Guidelines for Charitable Organisations on Fundraising from the Public* and has formally discussed and adopted the Guidelines at a meeting of the board.

- The Ark confirms its commitment to the principles set out in the Guidelines for Charitable Organisations on Fundraising from the Public 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, which you can find in this document.
- The Ark regularly monitors compliance with the Statement of Guiding Principles for Fundraising and compliance reports are received annually by the board at our AGM.
- The Ark considers the Statement of Guiding Principles for Fundraising when planning all fundraising activity.
- The Ark provides honest, open and transparent disclosure when fundraising from the public.
- The Ark has appointed a senior member of staff to be responsible for compliance with the Guidelines for Charitable Organisations on Fundraising from the Public.
- 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 Guidelines for Charitable Organisations on Fundraising from the Public, found within this document. Feedback is recorded for review by relevant staff including the Director and Board. 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.

## **Our Donor Charter**

As a charity seeking donations from the public, The Ark collaborates with like-minded organisations and individuals with whom we share values and ethos. The Ark is committed to complying with the *Guidelines for Charitable Organisations on Fundraising from the Public*. 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.
  - Be dealt with professionally by all individuals representing the charity.
  - Be informed whether those seeking donations are volunteers or employees of the organisation. Note that The Ark does not engage third-party agents.
  - Be informed of 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.

The Ark reserves the right to decline offers of support.

## Handling Feedback & Complaints

The Ark is committed to ensuring that all our communications and dealings with the 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

- **Stage One**

If you do have a comment about any aspect of our work, you can contact The Ark in writing, in person or by telephone. 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 5 working days and do everything we can to resolve it within 10 working days. If this is not possible, we will explain why and provide a new deadline.

Please contact:

Al Russell, General Manager.

[al@ark.ie](mailto:al@ark.ie)

The Ark, 11a Eustace Street, Temple Bar, Dublin 2

Tel: +353 (0)1 670 7788

- **Stage Two**

If you are not happy with our response or feel your issue has not been sufficiently resolved, you may get in touch again in writing to The Ark's Director. Please give us as much information as possible on the issue, including your previous correspondences with The Ark on this issue. It would also be most helpful if you could let us know how you would like us to respond and rectify the problem, providing relevant contact details.

Please contact:

Aideen Howard, Director.

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

The Ark, 11a Eustace Street, Temple Bar, Dublin

- **Step Three – Final Recourse**

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

Please contact:

Brian Lavery, Chair.

The Ark, 11a Eustace Street, Temple Bar, Dublin