



FUNDRAISING REGULATOR

ANNUAL REVIEW 2016/2017

The independent, voluntary regulator of charitable fundraising in England, Wales and Northern Ireland.

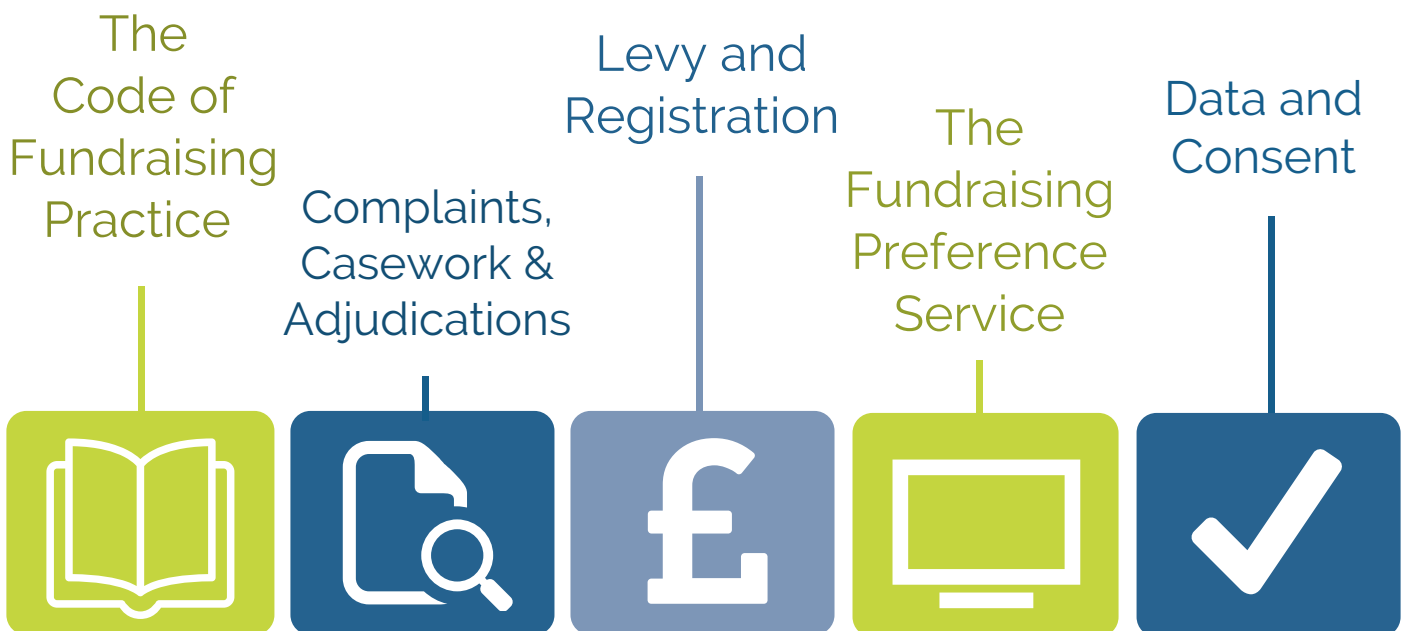


This annual review provides a snapshot of the progress that the Fundraising Regulator has made in our first year of operation. Working closely with our partners, with donors and with the charitable sector, we have fully met the initial expectations set out in the Cross-Party Review of Fundraising. The sector's approach to fundraising has shifted significantly since early 2016, not least in relation to the consents needed to contact donors. Complying with legal requirements should not be a matter of dispute; equally important, however, is a commitment to ethical fundraising and best practice. Charities can demonstrate that commitment by paying the levy and/or registering with the Regulator, and in turn signing up to the Fundraising Promise.

There are some signs, I believe, of a revival of public confidence in fundraising. We will continue to work hard to ensure that best practice becomes the norm in 2017/18.



Stephen Dunmore
CEO, The Fundraising Regulator



July 2017

..launched July 2016

The Fundraising Regulator is the independent voluntary regulator of charitable fundraising in England, Wales and Northern Ireland. The Regulator is also a partner in the co-regulatory arrangement in Scotland. It was established in January 2016 following the **2015 Cross-Party Review of Fundraising Regulation**. The review set out six performance indicators for the new Regulator to achieve within its first year:

- ✓ We have a Board of Directors, Standards Committee & Adjudications Committee
- ✓ The fundraising levy has been set with a banding system
- ✓ We have signed a Memorandum of Understanding with the Charity Commission and other partners
- ✓ We are responsible for upholding and amending the Code of Fundraising Practice
- ✓ There has been a significant number of levy payments and charity registrants
- ✓ We have published a two-year Business Plan and an Annual Report

governance



Lord Michael Grade
Chair of Fundraising Regulator



Margaret Moore
Vice Chair



Michael Smyth
Adjudication Committee
Chair



Suzanne McCarthy
Standards Committee
Chair



Sacha Deshmukh
Board Member



Lucy Caldicott
Board Member



David Cunningham
Board Member



Richard Newton
Board Member



Jenny Williams
Board Member

complaints & adjudications



FUNDRAISING PREFERENCE SERVICE

to be launched July 2017

This service has been developed by the Fundraising Regulator to give the public more control over the communications they receive from charities.



levy & registration to end-March 2017

Spring 2016	Set-up donations collected	Set-up donations	£639,000
Summer 2016	Fundraising Levy system agreed	Fundraising Levy	£886,000
Autumn/Winter 2016	Levy invoices issued to 2000 charities	Registration	£20,000
Spring 2017	Registration system launched	Total	£1,545,000

expenditure

£1,300,000

(including the set-up of the Fundraising Preference Service at £247,000)



fundraising standards

On the day of our launch, we took ownership of the Code of Fundraising Practice and the Rulebooks for Face-to-Face Fundraising. We are responsible for maintaining and amending these standards to suit the needs of both the sector and the public. In February 2017, we launched our first consultation on changes to the Code. These were the areas we consulted on:



1417

Twitter followers

engagement

3772

Email subscribers

249,095

Unique website views

Over 100

sector speaking engagements and events attended

1000

enquiries answered from the public and sector

data & consent

PERSONAL INFORMATION AND FUNDRAISING: CONSENT, PURPOSE AND TRANSPARENCY

We released practical guidance on data protection, donor consents and legitimate interests. This coincided with the Fundraising & Regulatory Compliance Conference held on 21st Feb 2017 with the Information Commissioner's Office and Charity Commission.

Practical guidance

Consent toolkit

Case studies

Actions checklist