

## **FUNDRAISING REGULATOR**

### **Mission**

The Fundraising Regulator will regulate fundraising across the charitable sector in England, Wales and Northern Ireland.\*

Our mission is to carry out our independent and non-statutory regulatory role in a way that –

- protects the public, donors and potential donors, not least those who may be vulnerable, from unacceptable fundraising practices.
- sustains and enhances public confidence in the charitable sector.
- supports the sector to understand and carry out its responsibilities in engaging with the public, creating a positive donor experience.
- ensures consistent fundraising standards across the UK.

### **Values**

We will –

- be a values-based regulator, supporting and working with the sector to achieve a culture of respect, openness and honesty in all fundraising practices.
- take account of the views of the public and of donors and the needs of beneficiaries.
- act independently, fairly and proportionately, targeting our action where it is needed.
- be evidenced-based.
- be open and transparent in our decision-making.
- minimise regulatory burdens as far as possible.
- work in partnership with the Charity Commission, the Information Commissioner, other regulators and the representative bodies in the charitable and fundraising sectors.
- be accountable to donors and the public.
- ensure value for money in all our operations.
- promote equalities and accessibility.

## Key deliverables (2016/18)

To deliver our mission and values, we will -

- be proactive, consulting as necessary, in developing, amending and publicising the Code of Fundraising Practice and the Rulebooks on Street Fundraising and Door-to-door Fundraising.
- commission relevant research and surveys.
- identify where additional guidance, support or training for the sector may be required.
- investigate cases where fundraising practices have led to significant public concern.
- adjudicate complaints from the public about fundraising practice, where these cannot be resolved by the charities themselves.
- where necessary, take enforcement action, such as orders to 'cease and desist' and a requirement to vet future fundraising campaigns.
- operate a Fundraising Preference Service to enable individuals better control of the communications they receive via telephone, direct mail, text/SMS and email from charities registered in England, Wales and Northern Ireland.
- where a charity declines to cooperate with our interventions or does not accept our conclusions and there is a clear failure of governance, refer the case to the Charity Commission.
- put in place a levy that is fair and transparent and enables us to deliver our responsibilities efficiently and effectively.
- ensure the transfer of the codes from the Institute of Fundraising and the Public Fundraising Association and the transition from the Fundraising Standards Board to the Fundraising Regulator are as smooth as possible.

\* [The Fundraising Regulator operates along a co-regulatory model with the Scottish Fundraising Standards Panel, who regulate fundraising done by charities registered in Scotland]

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