

Fundraising Policy & Guidelines

All fundraisers should...

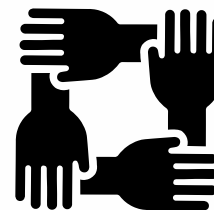
- be trustworthy, conduct themselves at all times with integrity and honesty and should act openly and so that donors are not misled;
- ensure that their actions enhance the purpose and reputation of the Irish Red Cross;
- be able to state the purpose for which the funds being collected will be used;
- have a general knowledge about the aims and objectives of the Irish Red Cross and be able to inform donors of where they can find additional information;
- not knowingly or recklessly share false or misleading information in the course of fundraising activities, nor permit others to do so;
- not unreasonably intrude on the privacy of those from whom donations are being solicited;
- not be unreasonably persistent or exert undue pressure on people to make donations;
- ensure that the public can reasonably assume that any data they provide is held only by the charity
- not exploit any relationship with a donor, volunteer or employee for personal benefit or misuse their position for personal gain;
- comply with all legal requirements relating to fundraising activities and promote adherence to these by others involved.



Respect



**Honesty &
Integrity**



**Transparency &
Accountability**